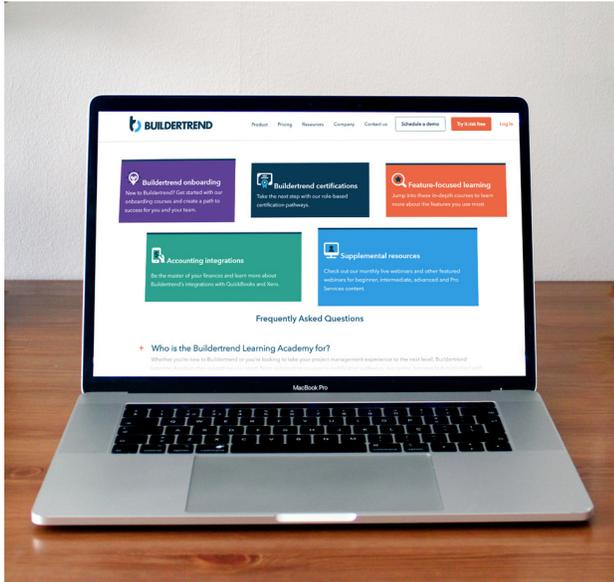# Scaling and Supporting Multiple Teams with Training

Skilljar's Ease of Use Makes the Switch From Another LMS a No-brainer

"There were so many benefits Skilljar provided over our former LMS, I can't list them all here! All numbers we tracked are better with Skilljar. If we have happy customers, the rest of the metrics will take care of themselves."
— Cameron Boettcher, Learning Systems Administrator, Buildertrend

CHALLENGE

Buildertrend offers solutions for home builders, remodelers, and specialty contractors including building process management, sales, finance, and communications. They were using Zoom to conduct hands-on training with customers, but soon found the staff was far too busy to continue this high-touch method as the company grew. Additionally, they had a "less than ideal" certification platform. They knew they needed a better customer education provider to scale the business.

BUILDERTREND

INDUSTRY
Construction Project Management

EMPLOYEES
500+

HEADQUARTERS
Omaha, NE

WEBSITE
www.buildertrend.com

TRAINING PORTAL
Buildertrend Learning Academy
Powered by Skilljar

TOP METRICS
- Over 9,000 course registrations (+90% Jan - July, 2022)
- Course completion rate of 58% (+70% Jan - July, 2022)
- 2,562 Monthly Average Users (+20% Jan - July, 2022)
- Average Session Hours per learner is 1 hour, 48 minutes

INTEGRATIONS
- Intercom
- Salesforce
- SurveyMonkey
- Wistia
- Zoom
- Auth0

PREVIOUS LMS
Docebo

ABOUT BUILDERTREND
Buildertrend is the leading project management software trusted by builders, remodelers, and contractors across the globe.

Buildertrend wanted a better experience for their customers, whose main focus is to get a home built or home renovation completed on time. They needed an online customer education platform that would allow users to learn when they wanted to and create a better experience overall, both for new customers and those onboarding a new feature.

Buildertrend's goals in switching to an improved LMS were to:

- Increase adoption rate (accelerate users through customer lifecycle stages faster)
- Increase operational efficiency
- Expand internal education efforts

"The companies and people we support don't have time to spend normal business hours learning a software platform. I championed the case for a better customer education provider to leadership. Fortunately, they listened, and we picked up Skilljar."
*— Cameron Boettcher, Learning Systems Administrator, Buildertrend*

SOLUTION

Cameron Boettcher, Learning Systems Administrator, has been with Buildertrend for five years. He championed the need for a better system to leadership, and they launched an external customer education program, [Buildertrend Learning Academy](#), powered by Skilljar, in June of 2020.

Employees Need Training Too

Cameron Boettcher is the ongoing manager of Buildertrend's education platform, content creator, and course developer, always leveraging his foundation in Customer Success with every new achievement. In addition to Buildertrend Learning Academy, Buildertrend has an internal training domain for employees, BT Education.
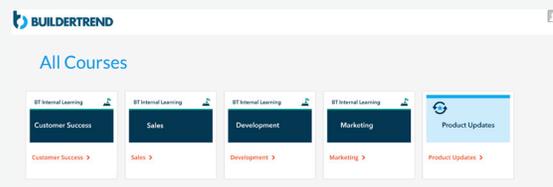
Prior to Skilljar, Buildertrend was conducting internal employee education through in-person classroom training. Because they already had Skilljar for customer training, Cameron figured it only made sense for their internal team to use it as well.

"Prior to Skilljar, it was trial by fire for our new CSMs to get accustomed to our platform, and also train customers. Now, we have more resources for them." — Cameron Boettcher

Buildertrend uses its internal platform for product training on the different features Buildertrend offers. As a one-person team, Cameron leveraged the content he created for external audiences for internal training, as the functionality is the same. Their internal education team supplements that content by adding coaching points. They plan to extend the content offering as more resources become available.

"We're gaining more resources for both the internal and external front as Skilljar has become a staple for both." — Cameron Boettcher

Automation of customer training starts with implementation at Buildertrend. All new accounts must sign up for an Implementation course, which assists users in setting goals and helps prepare them to implement the software.

From the Implementation course, users are directed to select a desired outcome, such as onboarding, certification, or feature-focused learning. According to Cameron, "Our customers work in construction, so every company has different issues they are hoping Buildertrend can solve. The desired outcome paths provide step-by-step features training to help them achieve their desired outcome."

"I have experience with other platforms and I wasn't impressed with any of them. Ease of use is what stands out for me with Skilljar. Skilljar is really easy to get up and running and provides a good user experience for our customers.
— Cameron Boettcher, Learning Systems Administrator, Buildertrend

Buildertrend Learning Academy offers role-based certifications, which highlight the main features a person in that role would use. The goal is to provide a different way to learn the platform that is separate from a desired outcome, geared more toward a skills-based approach to the role.

The last piece is a course catalog for those users that may not want to select a desired outcome or get certified. The course catalog essentially allows users to select a feature and see all of the content available on that particular feature.

RESULTS

As of July, 2022, Buildertrend realized the following results for Buildertrend Learning Academy versus January 2022:

- Over 9,000 **course registrations** (+90%)
- **Course completion rate** of 58% (+70%)
- **Average Session Hours** per learner is 1 hour, 48 minutes (which translates to lots of time saved for customer-facing teams!)

Using Skilljar to create Buildertrend Learning Academy proved so successful, Cameron was able to add two content strategists to his team to help keep up with the demand for content. (When they initially launched, Cameron was a team of one and it took him six months to create the content he needed to launch the Learning Academy.)

"Skilljar has helped us free up a lot of CSM time. We're just now, after two years, beginning to build a team around it. This will help us scale better in the future. We are seeing faster product adoption as well."
— Cameron Boettcher, Learning Systems Administrator, Buildertrend

What's next for Buildertrend Learning Academy?
Cameron promises that: "More quality content is on the way now that we have a bigger team! And we couldn't have gotten there without Skilljar."

Cameron's advice to LMS seekers:
"Make sure you have a champion at your company that wants to provide a better customer experience. Then, when you can, build a team around the platform."