Creating a Unified Digital Customer Experience Available in 8 Languages

Company Overview

Founded in 1994, Prosci is the global leader in change management and the provider of choice for 80% of Fortune 100 companies. Their most popular offering is a 3-day training program that educates attendees on change management best practices based on Prosci's extensive research. Prosci's unique products for more than 10,000 users in over 50 countries globally.

The Challenge

Preparation materials and client exercises were PDFs or spreadsheets. However, these tools weren't interactive or consistent with the high level of expertise they provided clients. While the knowledge suite was extensive, the programs offered needed to deliver a robust, engaging, personalized experience for customers.

Prosci recognized the need for an advanced toolset and set out to build a scalable, user-friendly platform that would deliver personalized experience for its customers. The platform needed to integrate into the company's Salesforce CRM and provide a 360-degree view of its customers. To accomplish the objectives, Prosci turned to LaunchPad Lab, a preferred Salesforce partner, to help build the new system.

The Approach

To kick off the process, LaunchPad Lab facilitated a Blueprint Workshop to identify technical specs, align priorities, and map out the plans for the solution. LaunchPad Lab's cross-functional experts, including UX/UI designers, engineers, and product managers, leveraged agile principles to ship the product to market. The team used a dual-track scrum methodology with two-week sprints for the build and biweekly demos with the Prosci team. Having this real-time customer feedback also helped ensure we stayed on budget and on time. The scope of work has continued to expand and innovate, specifically leveraging the advancement of AI for enhancing the Knowledge Hub and building a net new product, Kaiya.

Pain Points

✗ Static tools, lacking stickiness

✗ Disconnected systems and data

✗ Manual, inefficient workflows

✗ Inconsistent user experiences

✗ Inability to scale effectively

Product Requirements

✓ Integrated data systems

✓ 360-degree customer view

✓ Interactive user toolset

✓ Multi-language support

✓ Ability to scale

Accelerating Global Adoption and Engagement with an Advanced Product Suite

The Solution

All of the products are housed in a central Hub Solution Suite. From here, users can access the elements they are scheduled to use, whether they are trainers or participants. Below are the various components in the newly created suite of products.

The Research Hub gives users access to decades worth of best practices, lessons, and insights from thousands of global change management leaders.

The Knowledge Hub helps customers learn and understand the key concepts around change management, allowing them to build new skills with access to content for specific training programs or learning experiences. We extended to include a global search and AI summary feature, pulling information across all platforms.

Kaiya leverages OpenAI, aggregating all of Prosci's research, training, guides, blog posts, webinars, and other content to create a change practitioner assistant. It's research and data-backed, using their IP to provide a robust experience for users.

Prework is where users go to complete the required work before attending the 3-day program training and preview other courses/methodologies. Each user's status is available in Salesforce for the Prosci team to track and ensure the coursework runs smoothly.

Proxima guides participants through the Prosci Methodology and houses the change management projects the user has created or is involved in. It also houses the majority of digital content and interactive tools to assess risk, build communication plans, and check in on project timelines.

The Instructor Hub facilitates guidance and materials for instructors delivering training programs. The application follows global delivery standards, offering a universal experience for instructors and participants.

The Results

The enhanced products enabled Prosci to create an entirely new customer experience. What's more, by integrating into Salesforce, the team had full visibility into how customers engaged with products and which tools were a source of recurring revenue.

✓ **10k monthly annual users**

✓ **Global adoption in 3 months of launch**

✓ **New ARR c/o Kaiya**

2.5x
Increase renewal rate

50+
Countries using the products

8
Languages supported