



ExecuTrainSM

performance is the bottom line

ExecuTrain Customer Case Study

BY PETRA HAJAL

Administrative

CUSTOMER CASE STUDY

ExecuTrain and Administrative

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ExecuTrain is a worldwide corporate training provider and world leader in business education training with franchise locations in 10 countries. The company provides assessment, design, development and implementation of professional development solutions for companies worldwide.

ExecuTrain USA has been an Administrative customer since 2014 and we've been delighted to help them serve their growing customer base.

While ExecuTrain fully embraces the growing trend of Online Training (vILT); they believe that delivering a quality service that starts with live instructor-led training is key. By focusing on this delivery method, they've gained a unique advantage over lower cost competitors, have maintained quality, and have grown their business.



CUSTOMER CASE STUDY

The Challenge

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Since 1984, ExecuTrain has trained over 12 million business professionals globally.

Like many Administrative customers, they embarked on a journey of developing their own internal training solution, which did include lots of key features they required.

However, it didn't support robust integration with their website, and while this was OK for awhile, by the mid 2000s the company was seeing this lack of website integration as a key business challenge. Not being online, they found, is not an option.

The company needed a change and went on a mission to find training management software that fit their needs. Their replacement solution needed to have certain requirements that were essential to their business, such as a solid CRM system, a powerful reporting engine and website integrations.



“We had a system that was developed uniquely for us in the late ‘80s and we were still using it because it was a great system that has been proprietary for our company. It did everything we needed it to do but it did not have any website integration” said Rhonda Brotherton, Learning Solutions Program Manager at ExecuTrain.

RHONDA BROTHERTON
EXECUTRAIN

When Rhonda joined the ExecuTrain team, they had already chosen new training management software which she began to implement. As she dug deeper, she quickly realized it did not fit their needs.

That's when she found Administrate!

“When I started with ExecuTrain, I was tasked with implementing a software that was recently selected. We quickly realized it would not meet our business model needs. My new search revealed Administrate.” said Rhonda Brotherton.

Rhonda, coming from a technical background, was very precise about the requirements and functionality she needed in training management software. Once she found Administrate, she immediately knew this was what they needed and they quickly got on board.

“Now that we have Administrate, and by being able to put our schedule on the system and have that automatically sync through the plugin to our website, it makes our courses more available to those who search for classes online,” continued Rhonda.



CUSTOMER CASE STUDY

The Solution Finding Administrative

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1. Making the decision

“It was a very simple set-up. We talked internally but it was a very quick decision once we tested it.”



2. Implementation

Having many offices to migrate to Administrate, Rhonda was worried about the time it would take to switch over. She was impressed by how quickly the whole process came together:

“Our initial impression was that it was very user friendly, the WordPress plugin was very easy to implement and we were able to get up and running very quickly. I thought it was very easy to switch over. We did it at the start of the fall, so by January we were fully implemented and using Administrate.”

CUSTOMER CASE STUDY

Results

Administrata saves ExecuTrain Time



Administrate basically does what we need it to do without having to give it a lot of thought. It doesn't take up much of my day to manage it now that it is implemented and everyone is trained on how to use it. It makes our job easier, quicker and more efficient."

Rhonda explained further, stating that Administrate saves them time in day-to-day tasks, from duplicating events, to having access to multiple elements of the operation all in one place. Rhonda spoke about the ease of access to creating purchasing orders, selling orders, and other items right from inside the event.

The different elements of the Administrate system are integrated, so moving from financial data to event data is quick and easy.

"When I am working on an invoice I can click on a line item, which is an event, and I can immediately access all the details of that event. Being able to easily move from one piece of data to another in a smooth and clean way makes Administrate stand out from other software."

CUSTOMER CASE STUDY

Administrata helps
ExecuTrain keep track
of their financials

Accurate reporting is a critical part of building an efficient and scalable operation. Keeping track of finances, course bookings, course cancellations, and other essential reports is extremely important for successful training operations, but is often a major challenge.

Today, ExecuTrain is able to generate any reports it needs, all through Administrate.

Having added custom fields to the data that's tracked within Administrate to take into account its unique requirements, reporting is easier than ever, and tailored to its business. This flexibility is doubly important if you run a large training organization with many sales reps in different locations such as ExecuTrain. For example, now sales reports pertaining to individual commissions are quick and easy to produce.

Rhonda explained how at ExecuTrain, they especially like how their salespeople in each location can have their own pipeline of opportunities, and their own sales reports covering specific commission schemes.

“You can break down the structure of the back end system of Administrate by companies (separate legal entities), countries, regions and locations. This allows our sales representatives in different offices to have their own individual sales reports off of which they get commissioned.”

“Because we have a solid system, we now approach selling more confidently knowing we can manage more business easily. Without Administrate, It would be harder to keep up with all the things going on.”

Rhonda Brotherton
ExecuTrain

CUSTOMER CASE STUDY

Administrata helps ExecuTrain scale



Administrate is a system that we can grow with. Even if we grow further, we will continue using Administrate. It saves us time and money and makes running the business much more efficient.

Scalability depends on making the right decisions, and being equipped with industry leading tools. It also depends on making sure that the answer to scaling isn't just adding more people.

Implementing Administrate, training management software that's built with a growth driven mindset, was one of the best decisions ExecuTrain has ever made, according to their Learning Solutions Program Manager, Rhonda Brotherton.



Administrate

Administrate

Interested in Administrate?

We would love to show you just how Administrate can work as well for your business as it has for ExecuTrain !

Our training management platform is designed to tackle all of your administration work for you, leaving your business free to tackle other important tasks, while ensuring everything that needs to get done still gets done!

If you're interested in seeing how Administrate could work specifically for you and your business, why not book a personalised demo with one of our team?

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