

AkzoNobel uses Assima technology to train over 100,000 employees and customers quickly and cost-effectively on its new paint-mixing application



AkzoNobel

www.akzonobel.com

Akzo Nobel N.V. is a Dutch multinational active in the fields of decorative paints, performance coatings and specialty chemicals. Headquartered in Amsterdam, the company has activities in more than 80 countries, and employs approximately 50,000 people.

In this case study AzkoNobel was dealing with a problem concerning the industrial coatings and paint used by manufacturers, engineering firms and automotive repair shops. For all these businesses, the ability to identify, match and order the right colour tones for specific products is critical. With the goal of enhancing relationships with thousands of existing customers and winning new market share, global chemical, paint and industrial coating leader AzkoNobel, developed and launched a new version of its professional paint mixing application, Mixit Pro. To accelerate uptake of Mixit Pro, AzkoNobel needed to train more than 100,000 employees and customers on the new application globally, in 13 different languages. After evaluating training solutions from ten companies, AzkoNobel chose to deploy Assima Training Suite. Basically, it captures clones of an application's interface and creates centrally stored, fully interactive, multilingual training exercises, which relies on Simulation-based training exercise, with remote online access for employees and customers. This led to a fast, cost-effective training for 100,000 end users who have improved their skills and confidence.

Simulation and Forecasting Technology role Simulation-based training exercise, cost effective training

Sector
Chemicals

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Case Study
Assima
AkzoNobel

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THE CHALLENGE
Industrial coatings and paint are used by an array of manufacturers, engineering firms and automotive repair shops. For all these businesses, the ability to identify, match and order the right color tones for specific products is critical.

SOLUTION
After evaluating training solutions from ten companies, AkzoNobel chose to deploy Assima Training Suite (ATS). This addresses the need for multiple training clients by capturing clones of an application's interface and creating centrally stored, fully interactive, multilingual training exercises that are fast and simple to update and maintain.

AT A GLANCE
CHALLENGES
• Train 100,000 end users within aggressive time-scales
• Minimize training costs and complexity
• Keep up with frequent changes to the live app
SOLUTION
• Assima Training Suite (ATS)
• Simulation-based training exercises
• Remote, online access for employees and customers
BENEFITS
• Fast, cost-effective training for 100,000 end users
• Rapid, object-level editing rapidly mirrors changes to the live app
• 'Localised' training with simple translation of user interface and instructional text into 13 languages
• Improved end-user skills and confidence



Case Study

and easily to reflect changes in the live application, with no need to re-capture user interface data or generate live training instances. This was critically important during the first months of the Mixit Pro deployment, when the and customers accessed the ATS training exercises online via the company's intranet, where exercises are available for download 24x7.

RESULTS & BENEFITS
Assima solution, AkzoNobel now has more than 100,000 customers on Mixit Pro in 13 different languages, training for over 100,000 employees and customers globally. The fully interactive, online Assima training exercises increased the speed and quality of end user training – accelerating global adoption of Mixit Pro. Employees and customers were able to 'learn by doing' and on-screen instructions in their own languages helped them complete exercises quickly and effectively.

Faster support requests
Mixit Pro users that get stuck on a particular operation now refer to the Assima training exercises to answer their questions, rather than calling the helpdesk. This has helped AkzoNobel reduce the number of support calls and significantly lower overall support costs. When users do need to call the helpdesk, support staff use the Assima exercises to provide fast, accurate answers to their questions.

Success through partnership with Assima
Assima has supported every stage of AkzoNobel's ATS deployment, helping the company deliver training rapidly to its earliest days of the Mixit Pro when features were frequently updated and refined in response to customer feedback. 'The 'localised' user interface and instructional text in Assima was a major reason