



*Enabling Salesforce
Software Adoption
at Wyndham*

MyGuide Case Study

About Client

Wyndham Destinations is the world's largest vacation ownership and exchange company with a mission to "put the world on vacation." With a network covering approximately 110 countries, at more than 200 vacation ownership resorts, and 4,300+ affiliated exchange properties, Wyndham Destinations offers everyday travelers the opportunity to own, exchange or rent their vacation experience

Wyndham Destinations has a worldwide team of more than 254,000 associates to deliver exceptional vacation experiences to families and travelers around the globe.



Business Challenge

As a part of a larger strategic initiative to provide personalized experiences to customers, Wyndham uses Salesforce across the entire organization and revamped its entire booking process in terms of customer acquisition and customer experience.

The initiative required thousands of associates to be trained on the new platform features and processes so that they could offer a seamless customer experience. This helped Wyndham maximize the effectiveness of their digital spend in the shortest possible time.

In order to see a clear and substantial ROI from the investment, the business needed the following:

Simplified User Onboarding:

Wyndham needed a way to train associates within Salesforce with step-by-step instructions and how-to videos. This would resolve the employee challenge during the “moment of need.” The project owner was specifically looking for a solution that is natively integrated within Salesforce and could work flawlessly on web, mobile, and iPad. This required content that could be delivered anywhere, anytime and on all devices.

Scalable Solution:

The other training methodologies evaluated by the company were not able to train all the associates at once and had huge instructor dependency. The traditional presentation and videos training being used were not valuable because they were forcing users to leave their “flow of work” and enter a separate portal to find training content. Pulling that experience inside Salesforce.com helps leverage that “moment of need” relying less on individual retention. Additionally, the IT help desk and sales trainers had difficulty creating documentation and keeping it updated as well as maintaining consistent version control.

Reduced Cost of Ownership:

The decision-makers required solutions that would be technically robust and also meet their budgets. Many other solutions in the market were far too expensive for what they offered compared to MyGuide by EdCast.

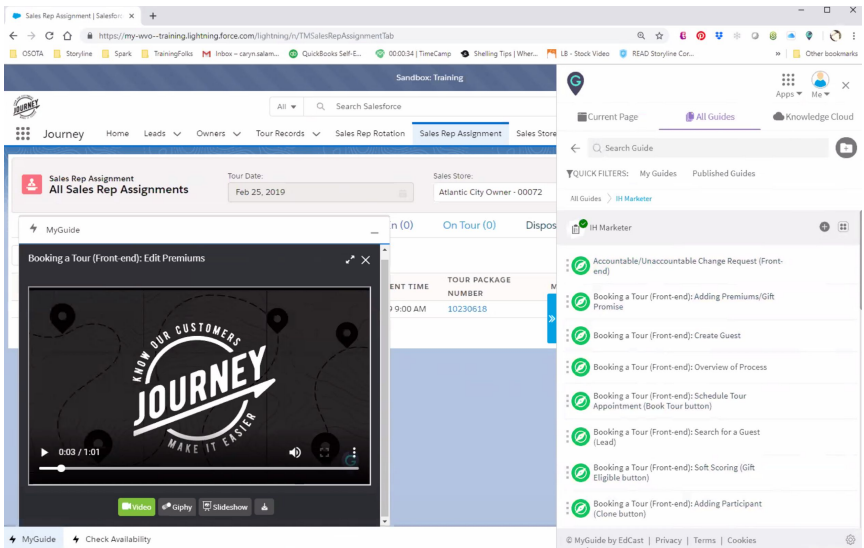
MyGuide Solution

Wyndham Destinations chose MyGuide by EdCast to train their sales representatives within Salesforce through in-app Guides and How-To videos through a native Salesforce AppExchange App.

The highlights of MyGuide solution provided to Wyndham Destinations are:

How To Guides:

MyGuide provides to offer users in-app help videos, guided walk-throughs and training seamlessly integrated “in the flow of work.”



The screenshot displays a Salesforce interface with a MyGuide video player and a list of guides. The video player is titled "Booking a Tour (Front-end): Edit Premiums" and shows a video with the text "KNOW OUR CUSTOMERS JOURNEY MAKE IT EASIER". The list of guides includes:

- Accountable/Unaccountable Change Request (Front-end)
- Booking a Tour (Front-end): Adding Premiums/Gift Promise
- Booking a Tour (Front-end): Create Guest
- Booking a Tour (Front-end): Overview of Process
- Booking a Tour (Front-end): Schedule Tour Appointment (Book Tour button)
- Booking a Tour (Front-end): Search for a Guest (Lead)
- Booking a Tour (Front-end): Soft Scoring (Gift Eligible button)
- Booking a Tour (Front-end): Adding Participant (Clone button)

Anywhere, Anytime, Any Device:

As a part of the solution, employees at Wyndham could watch How-To videos and also download PDF, GIFs, Videos and Slideshows on their devices. Wyndham loved the fact that their users did not have to pick between different formats for learning content and job aids. Instead, users could receive and discover all of the training options they wanted through a single platform.

Scalability and Cost of Ownership:

The MyGuide solution was installed natively via Salesforce AppExchange Marketplace for quick access to employees.

The In-App experience could be rolled out to all the employees at scale and eliminated the need for instructor driven training sessions. All of this coupled with optimized licensing cost reduced the overall training spend for Wyndham team, while seeing greater benefits.



Measurable Impact

Using MyGuide for digital adoption had a significant impact on employee onboarding and customer experience. The overall benefits are highlighted below:

Improved Productivity:

MyGuide has enabled users all across the Wyndham by giving trainers the tools needed to create In-App Guides. MyGuide provided a scalable and self-serve solution that resulted in engaged users all across the organization.

In just a few months the platform had:

- Over 1,500 guides created
- 36,000+ Engaged Users
- 81,000+ User Sessions
- More than 4,000 guide searches



ROI on Digital Spend:

By enabling end-users within Salesforce across various divisions, groups and roles, MyGuide allowed Wyndham to deliver contextual and personalized content based on each specific workflow or page that required help. Wyndham had already invested into Salesforce and needed a way to maximize that ROI.

Customer Testimonials

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By implementing MyGuide natively inside Salesforce the team was able to understand salesforce workflows more efficiently and help was always a one click away via MyGuide.

~ Director of Portfolio Management at Wyndham

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“

New concepts in how we deliver training have allowed Wyndham to leverage “in-app guides” so that content is available inside the application itself, reducing our reliance on ILT and VILT.

~ Manger, Sales Enablement at Wyndham

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