

EXPERT SUPPORT SERVICES ALLOW ASM TO FOCUS ON TALENT MANAGEMENT

The Story of Advantage Sales and Marketing and Intelladon



Advantage Sales and Marketing (ASM) is the premier consumer package goods (CPG) sales and marketing agency in North America. According to Jonathan Martin, Talent Development Specialist II of ASM, the company needed a talent management system to effectively run its ever-expanding performance review process. ASM's geographically dispersed workforce of thousands of associates in the United States, Puerto Rico and Canada, including hourly and part-time regular and seasonal workers, presented a complex and unique platform for running an effective performance review process. To manage the objective, ASM implemented the Cornerstone OnDemand talent management system for activities such as performance reviews, succession and goal planning. As a talent development specialist, Martin was tasked with rolling out and managing the system in addition to his regular duties.

Deploying an LMS Through Cornerstone OnDemand

The robust Cornerstone platform includes a number of modules that extend the system's business capabilities. After implementing Cornerstone, ASM began using its learning management system (LMS) to roll out customized training throughout the organization, while simultaneously administering talent management functions.

"We have numerous divisions throughout the organization and we recommend targeted training for different associates. A great example is training for associates responsible for conducting various types of product demonstrations at retail locations," says Martin. In addition to delivering targeted training, the LMS provides and tracks supervisor and compliance training. Instructor-led training is also available.

"We knew the number of help desk tickets would grow exponentially based on the amount of content we were pushing through the learning management system," says Martin. In the wake of the LMS launch, the workload of the ASM system administrators became unmanageable. "We began spending more time answering tickets and telling staff how to use the system," says Martin. "We found that ASM alone could not effectively manage a system that touches as many people as ours does."

Intelladon's Value Add

To manage the increased traffic on the Cornerstone platform, ASM selected Intelladon to provide help desk service to end users, as well as system administrative support. Martin says one of the main reasons ASM teamed with Intelladon was their long-standing partnership with Cornerstone OnDemand. Intelladon has performed numerous implementations of the system and is familiar



Executive Summary

The Challenge

Provide administrative and help desk support for the talent management and learning management systems of a rapidly growing user community.

The Solution

Intelladon Services

Managed Services

Learning Solutions

Cornerstone OnDemand

The Result

Deployed talent management and learning management systems to a large, widely dispersed workforce with the help of Intelladon managed services.

with the different modules and how they work through a portal. ASM felt the Intelladon team had the expertise to assist in system administration while fielding end-user calls, managing the ticketing system, loading content and running reports.

"With Intelladon, we obtained a deep pool of information that wasn't available before. The Intelladon support team knows the product very well and gives me valuable opinions about the various situations we encounter," Martin says.

Martin says he enjoys working with Intelladon because he can brainstorm ideas with the support team when he wants another opinion. "It's nice to work with a vendor that has that type of system knowledge and experience. Intelladon is proactive in their support, so we can be successful in the work we do for our clients," Martin says.

Martin recalls one instance where Intelladon paid huge returns in an important client/vendor relationship. ASM was piloting a vendor-provided course, when the Intelladon support representative informed Martin that another client had encountered numerous problems with the same course. Intelladon provided a complete write-up of the issues, which Martin shared with his instructional design team, and they were able to address the problems before the course went live.

Return on Investment

ASM's partnership with Intelladon eliminated a lot of tactical daily work for Martin and his team, such as supporting content management, last-minute uploads and report requests. By off-loading these tasks, ASM system administrators are now free to focus on more strategic matters, such as expanding the system to better meet business needs.

Martin now plays more of a consultative role for the instructional design team and the talent development division. He adds that he's now able to work on incorporating additional modules into Cornerstone, a task he did not have the time or resources to do before teaming with Intelladon.

For example, the ASM team is planning the integration of a webinar-based solution with reporting features. It will allow users to launch targeted webinars directly from their LMS transcripts. Martin says that before the Intelladon partnership he couldn't have imagined doing projects like that because he was so busy with system support activities.

"There are a number of areas where our relationship with Intelladon has brought value," says Martin, adding that improved customer satisfaction has been a huge benefit. When users have a positive experience, it helps ensure they will continue to leverage all that ASM's talent management solution has to offer.

About Advantage Sales and Marketing

Advantage Sales and Marketing (ASM) was formed in 1987 in Southern California. In the ensuing years, ASM led the drive for industry consolidation and, by 2004, had combined with more than 20 other regional companies from throughout North America to achieve its goal of becoming the leading sales and marketing agency serving the consumer packaged goods (CPG) industry. Today, ASM is the premier sales and marketing agency in the industry.



ASM is very happy with the service Intelladon has provided. When your team says, 'We can get Intelladon to do that,' you know they're confident the work is going to get done right. I think that says a lot about Intelladon.

Jonathan Martin

Talent Development Specialist II

Creating a Community of Users

ASM is using the Cornerstone Connect platform to foster informal social learning across ASM's employee base. Connect promotes employee collaboration, improves employee performance and drives innovation. By encouraging new content and ideas and making it easy to communicate with other highly knowledgeable individuals in the same industry, Connect fosters professional networking and better communication. Martin notes that participation in the social network has "helped me a lot in my career and made me more effective for my division and company."