



#### **BENEFITS**

- The editing process is now faster and more accurate, as lag times between editors have been reduced and version control errors have been eliminated.
- Capabilities such as global find-and-replace, version rollback, and reliable document search and retrieval have made editors more efficient and productive.
- Trainers for Avon's new district managers and division managers can more easily ensure that their materials are accurate and up-to-date, freeing them for more high-value tasks.

#### **IMPLEMENTATION HIGHLIGHTS**

- Avon uses SpringCM to streamline the development and editing process for sales manager training materials, including secure access to documents and workflows for routing and approval.
- The most recent and up-to-date training materials are now available for self-service download as needed by Avon personnel.
- Field training managers monitor representative levels in each district and identify areas in need of spot training through a centrally maintained spreadsheet in the SpringCM repository.

## **Avon Treats Itself to a Training Program Makeover With SpringCM**

As one of the world's most admired companies, Avon generates over \$8 billion in annual revenue through more than five million independent, self-employed Avon Sales Representatives. To support this diverse global sales force, the company relies on a team of sales managers employed directly by Avon. Roughly 225 new district managers and division managers are hired each year — all of whom must receive in-depth, up-to-date training to ensure Avon's continued success as the largest direct marketing and network marketing company on the planet.

A five-month training program addressing 50 different topics would present enough of a document management challenge even if its content remained static — but in Avon's case, constant change is the rule of thumb. "Beauty is a fast-moving business, and we have to continuously update our training materials," says Peggy Ford, Planner for US Sales Support and Training.

In the past, the revision process for these materials was entirely manual — and no thing of beauty. Each of several hundred training modules was emailed to several editors, who would email back their corrections individually. "We'd get overlapping edits, or edits applied to different versions," recalls Ford. A shared drive was used on occasion, but this only led to document safety concerns as people inadvertently deleted or moved files. Often, the printed materials that emerged from this time-consuming process failed to reflect all the needed changes — forcing editors to go through the 50-page document yet again. "The instructor would have to track down the correct version and write notes in the margins, or we'd have to send out a huge number of replacement pages. It was a poor use of our resources, and we knew we needed to make a change," says Ford.

### **Finding a Customized Solution With State-of-the-Art Capabilities**

While Avon considered implementing an installed document management solution, the company preferred to go the Software-as-a-Service (SaaS) route.

"We didn't want to invest a whole lot in a big, cumbersome, complicated solution, especially when we're trying to run a leaner corporate organization in terms of human resources," explains Ford. "We needed something we could implement quickly with minimal support requirements."

The options narrowed quickly. "Very few companies offered the editing process capabilities we were looking for in a software as a service model, and SpringCM's

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comprehensive features and ease of use stood out from the competition,” says Ford. “Knowing that this was a relatively new business category, we also wanted to pick a market leader to ensure us that our solution would always be available to us. Once we learned more about Spring’s financial backing and the other leading companies that were using the system, we were confident that we had found the right long-term partner for us. But what put us over the top was the customer service. When we said there was a key feature we needed to have, SpringCM turned around and delivered it for us.”

This flexibility is a key advantage of the SaaS model; the solution is continually enhanced through ideas contributed by the community of customers, all of whom can share in the resulting benefits.

## A Faster, More Accurate Training Support Process

Having only recently made the transition from paper documents in ring binders to electronic content, Avon took care to make its trainers completely comfortable with its advanced new DM solution. Division managers were brought into discussions about how the company’s repository should be set up, and how best it could support their current work processes. Online training helped facilitate the adoption process.

“Instead of implementing everything at once, we let people get used to the system gradually by rolling things out piecemeal and providing new opportunities to use the site,” says Ford. “Now that people have discovered just how easy it is to use, they’re clamoring for the system and using it for all kinds of new things.”

SpringCM now plays a key role in several processes. Internal employees and outside consultants use the site to securely access and revise training materials without the huge email attachments, version control errors, and lost changes of the past. Workflows for routing and approval reduce lag time between editors and prevent documents from falling through the cracks.”

“It helps tremendously in speeding up the process, making sure information doesn’t get lost, and letting everyone know what the process is,” says Ford. “In the past, people sometimes received documents for review before they were supposed to, and made changes that ended up getting lost. Now everyone gets the right document at the right time, every time.”

“SpringCM has already made a big difference for us,” she adds. Editors can more easily access the materials they need to review, roll back to an earlier version if they need to, and quickly search for specific terms or titles and change them across all content if they need to. “The editors are ecstatic about the features they’ve been provided

with. They can work more efficiently, with the confidence that the errors we used to see are much less likely to happen.”

In addition, Avon’s SpringCM repository now hosts a spreadsheet generated by the marketing department for use by field training managers to monitor representative levels in each district. A new version is published each two weeks as new campaigns are introduced,

enabling managers to zero in on areas in need of additional sport training. For trainers seeking modules for specific products, the most recent training materials are always available for download as needed through simple self-service search and access.



## Increase Efficiency, Streamline Processes

Avon relies on SpringCM to streamline collaboration and communication among field training managers.

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## New Applications for Additional Benefits

Having transformed the revision process for its training materials, Avon continues to explore new uses for its SpringCM implementation. Discussions are underway to use the system as a repository for product shots and artwork, indexed by keyword to make it simple for users to drop these approved images into presentations, newsletters, and Web pages. The staff is also interested in using SpringCM's fax-in capabilities to send in field observation forms evaluating newly trained employees.

Says Ford, "For our purposes, this is the best and most comprehensive service I've seen — and we're not even using all the capabilities yet. I just keep opening up the discussion for how we can use this great resource that we have."

## About SpringCM

SpringCM is the recognized market leader in enterprise-class, on-demand content management. Led by enterprise content management (ECM) industry veterans, SpringCM delivers affordable, easy-to-deploy document management and workflow solutions in a completely Web-based environment. SpringCM's award-winning ECM service eliminates software installations, hardware maintenance and prolonged customization cycles associated with on-premises applications. The breadth of functionality combined with personal attention to clients enables SpringCM staff to offer tailored solutions to organizations of all sizes and industries. Leading US and international companies like Avon, Comcast, Health Net, National Australia Bank and Cox Communications trust SpringCM with their mission-critical document management and workflow needs. SpringCM partners include Microsoft, salesforce.com, WebEx, Fujitsu and Toshiba. For more information, please visit [www.springcm.com](http://www.springcm.com).

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