aclevion.

# User enablement, documentation and continuous development

The move to continuous deployment was accompanied by a number of requirements that could be reduced to one question: How can all users be reached and ensured that they are informed about and can use all new functionalities at all times? Not an easy task with more than 150 users in 20 countries, but one that the newly implemented Business Support solved in a short time.

aclevion's business support team is familiar with censhare, directly linked to development and always knows exactly what has been changed in the solution. From documentation, creation of manuals, presentation of new functionalities to business testing and training, it now accompanies every release and forms the interface between development and users. In this way, the enablement of users through to operation is covered efficiently and without additional effort.

As a result of the business support activities, support requests have been significantly reduced and the need for training has also decreased rapidly. Finally, the business support devlivers valuable insights from users on where the solution is not yet working optimally and how it can be further improved in future releases.

## GEBERIT

## Requirements

Geberit has long relied on a censhare system implemented by aclevion to manage its media assets, provide a media portal for all employees and produce brochures and customer magazines in more than 20 markets and over 15 languages.

As part of a system changeover to a completely web-based production process, the further development of the solution was switched to regular and continuous deployment. The resulting requirements for release communication and the enablement of a wide variety of user groups needed to be solved by aclevion's business support.

# 150 users in 20 markets and a host of new features

Business Support accompanies each release from development to the final user training sessions. A comprehensive "Ready for Customer" definition is used to ensure that all the necessary measures are taken in good time to provide optimum information to the various users in the different countries and to transfer all the new functions into operation as quickly as possible.
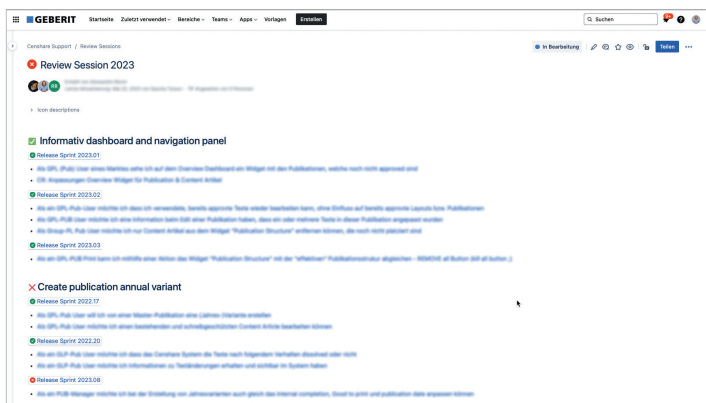


## 1. Release documentation

The improvements, new functionalities and features, changes and problem fixes of each new release are comprehensively documented. Users have an overview of all new features of a release at all times.
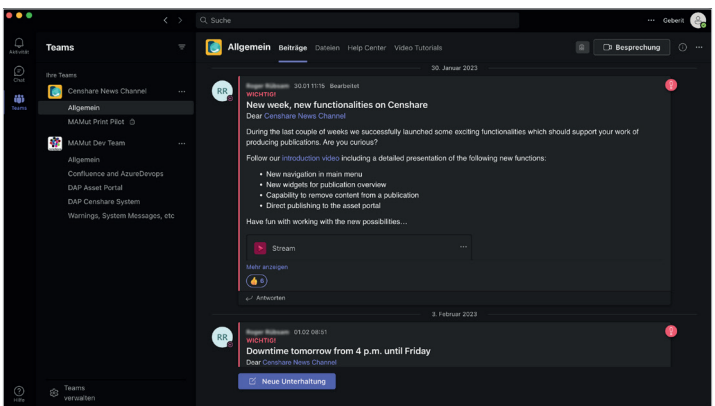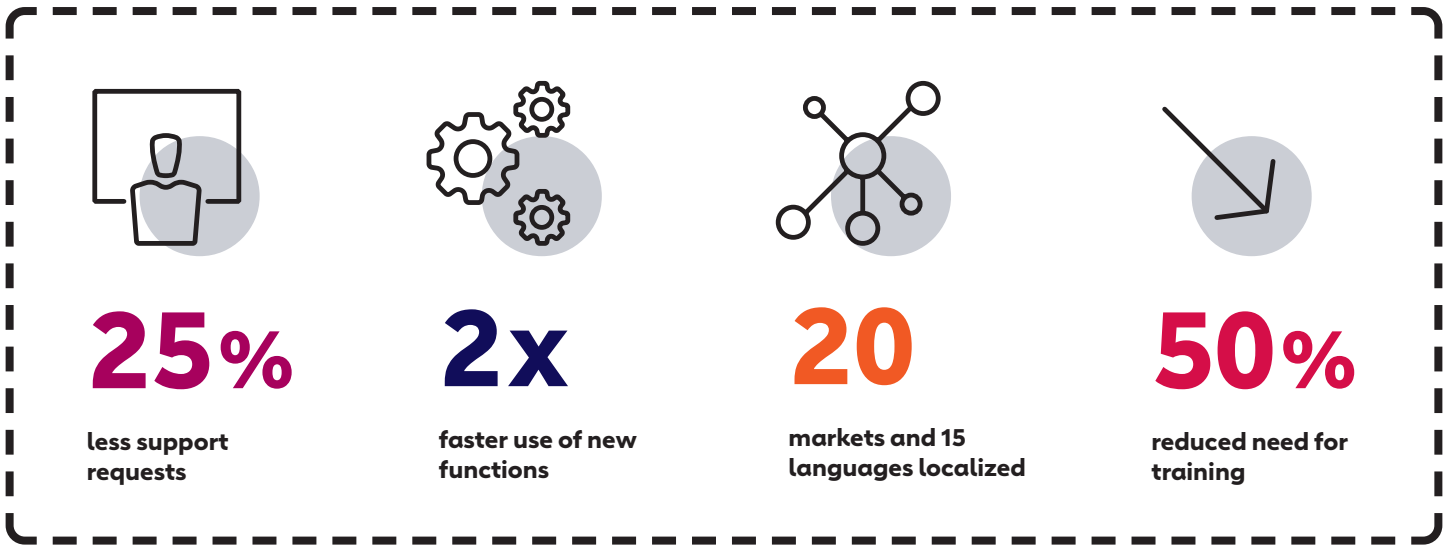
## 2. Update of the help center

The internal Help Center provides users with comprehensive information on all functions and use cases of the solution. This includes manuals, how-to articles, and many explanatory videos and webcasts. For each new release, all required content is newly created and existing content is updated with the new information and features.
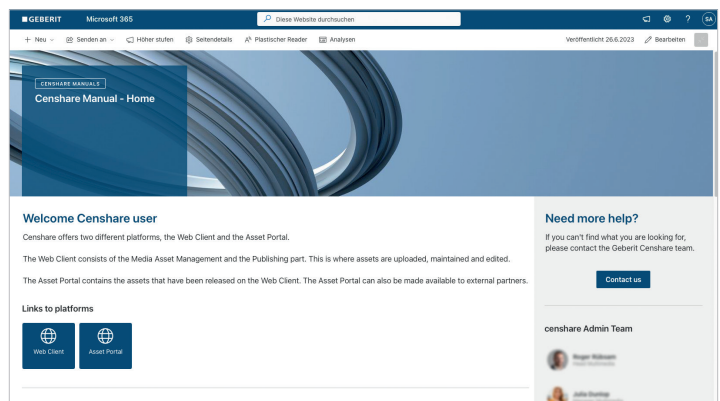


« Thanks to the new role of Business Support, we notice that there are gaps in the system for users. There are always problems that we cannot solve even with the best training. Therefore, Business Support provides us with important information on what we still need to develop in the system to further improve the production processes.»

**Roger Rübsam, Geberit International AG**
Head of Multimedia

**25%**

less support requests

**2x**

faster use of new functions

**20**

markets and 15 languages localized

**50%**

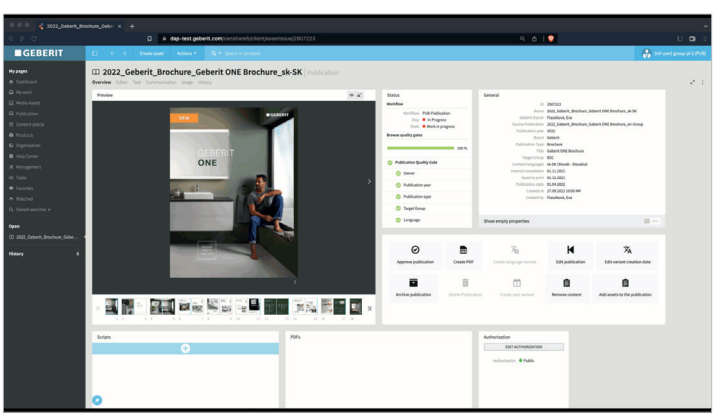reduced need for training



## 3. Internal communication

Based on a communication and topic plan, Business Support informs all users about new features and changes. Not only is all new information communicated internally in the Help Center, but a series of topic-based webcasts is also offered. In this way, users can find out exactly about the improvements that are relevant to their work at different times.

## 4. Business testing

As soon as a feature is technically released, it is tested by Business Support from the user's perspective. This provides additional quality assurance of each release and ensures that all user requirements are met.





## 5. User training

Training takes place once a quarter or on demand on a topic-by-topic basis in approximately 1.5-hour online sessions. For all new features, Business Support prepares the required documentation and adapts existing materials in case of changes.

« aclevion›s business support provides the skillset that is predestined for the interface between development and users. Support requests have decreased significantly, and we also notice that our activities have reduced the need for internal training. We can now transfer new functionalities into operation much faster. We have really set a benchmark within Geberit's marketing department.»

**Roger Rübsam, Geberit International AG**
Head of Multimedia

## About aclevion

For 15 years we have been providing our customers with digital solutions for the best customer and product experience. We create content hubs, content platforms and PIM systems. We focus on leading applications, the latest technology and the best fit for you. In doing so, we listen to you until we really understand your business with all its specialties and needs. This is how we develop customized solutions that are not only tailor-made but also sustainable. For Migros, Geberit, Die Mobiliar, V-Zug and for you.

Learn more at aclevion.com

## About Geberit

The globally active Geberit Group is the European market leader for sanitary products. Geberit has a strong, local presence in most European countries and can therefore offer unique added value in the field of sanitary technology as well as bathroom ceramics.

The manufacturing capacities comprise of 29 production plants, 6 of which are overseas. The Group headquarters is located in Rapperswil-Jona, Switzerland. With around 12,000 employees in around 50 countries, Geberit achieved net sales of CHF 3.0 billion in 2020.