

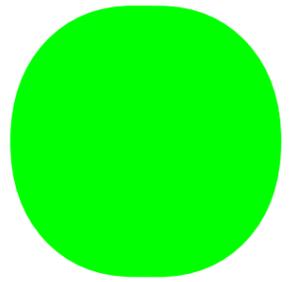


case study



Sysmex reaches 100k+ customers worldwide with transformational product training





Sysmex leverages successful EMEA implementation of Eureka LMS to engage 10,000 customers monthly in worldwide product training

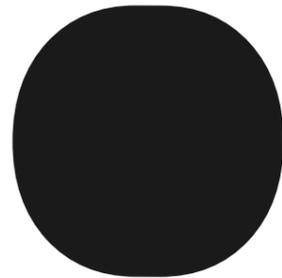
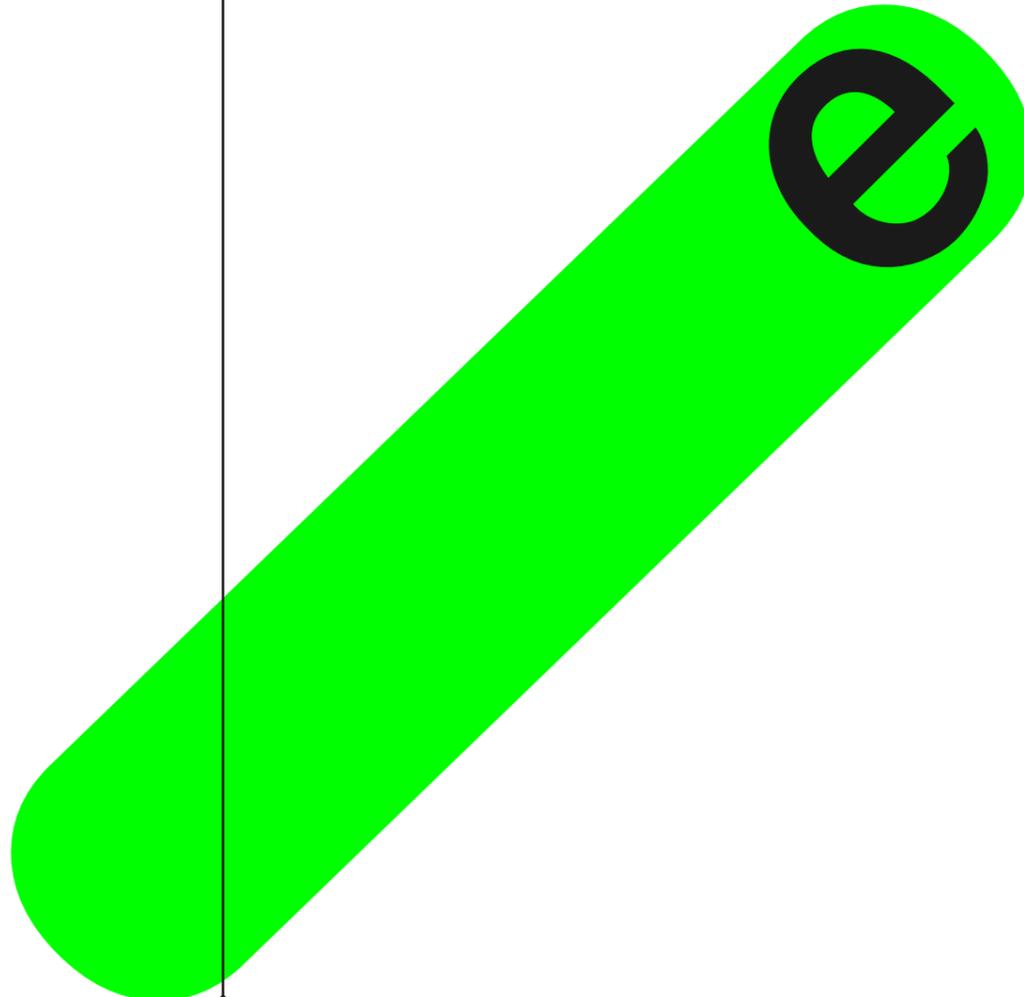
For organizations like Sysmex, with a strong worldwide presence, customer learning is even more vital. But with so many customers in so many markets, how does a global powerhouse ensure that it's meeting customer training needs efficiently, effectively, and with the desired impact?

For any provider of complex, scientific products, especially in high-stakes industries such as life sciences, securing customer buy-in and expertise is crucial. Better-educated, better-engaged customers are much more likely to remain loyal to their products, as they will get more out of them and get more for their money.

Sysmex Corporation

is a healthcare technology company headquartered in Kobe, Japan.

Sysmex is an integrated company, developing and manufacturing the instruments, reagents, and software needed for in vitro diagnostics and providing sales and support services to more than 190 countries and regions worldwide.



The Challenge

Training has always been vital to Sysmex. Prior to 2017, Sysmex's training in EMEA took place almost entirely in face-to-face workshops delivered on-site to lab technicians, doctors and clinicians. While it was a highly effective way to train laboratory and healthcare professionals to use Sysmex's complex products, it was expensive and time consuming, and wasn't flexible or scalable enough to keep up with product changes and growing demand.



Sabine Lindner
with the EMEA Sysmex Academy learning team

Sysmex needed a way to overcome six key training challenges:

- 1 Going digital** - Sysmex Europe needed to switch from almost 100% instructor-led training (ILT) to digital learning, meaning not only converting courses and finding the right system to deliver this content, but also winning over customers, who generally preferred ILT
- 2 Decentralized training** - they needed a unified, streamlined customer training experience
- 3 Time constraints** - limited face-to-face training time was not enough for both product training and background scientific information
- 4 Inconsistent messaging** - converting English content into different languages led to inconsistencies
- 5 Language barriers** - Sysmex products are sold worldwide, meaning they had to produce training in many languages
- 6 Growing demand** - as demand grew for Sysmex products, they needed a way to accommodate increased customer numbers

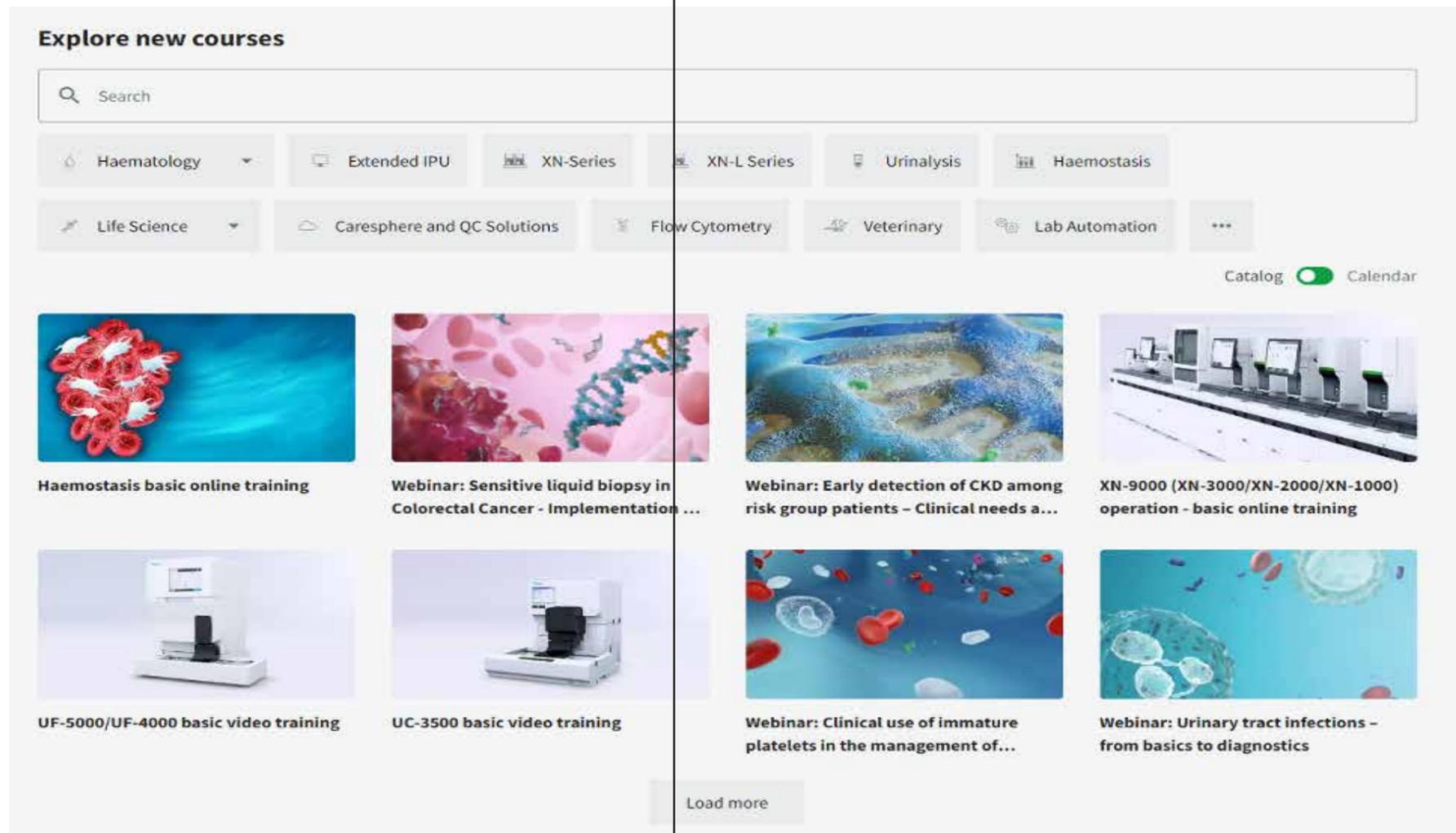
There was a simple solution for all these challenges - Sysmex needed a way to build a digital customer learning program that would first support their EMEA audience, with the flexibility and scalability to grow with them over time. This would require not only high-quality content and a strong implementation plan, but also a customer-focused learning management system (LMS).

The Solution

Sysmex sought an LMS that would support their complex customer learning requirements, but found that most platforms on the market were designed for employee training. When they found Eurekos, an LMS that specializes in customer training, they knew they had the right vendor, and they decided to work with Eurekos to create a customer learning platform, initially for their EMEA customers.

The solution would be underpinned by a three-part blended learning program, comprising:

- Classroom training, with registration and follow-up training in the LMS
- E-learning, including high-quality video tutorials, 3D models and web-based training
- Webinars, both live and on-demand



New courses (including e-learning, videos and webinars) in Caresphere Academy

Sysmex's four primary business goals for the learning solution were:

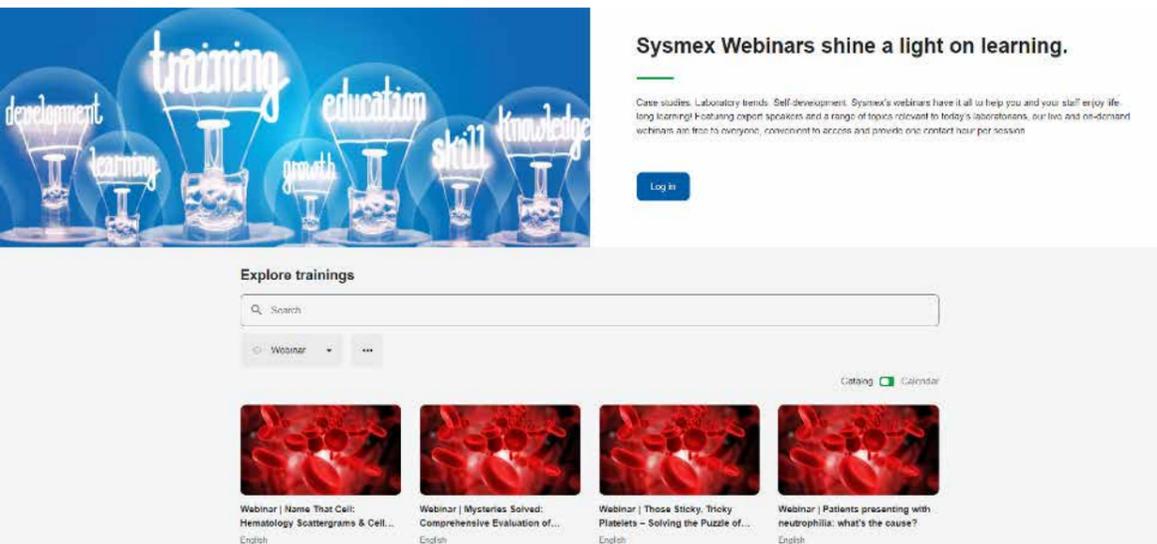
- 1 To reinforce Sysmex's reputation as a valued knowledge provider and specialist in their industry
- 2 To support better tracking of customers' training history
- 3 To facilitate more advanced face-to-face training by providing product and theory training online
- 4 To empower customers to use more of their products' advanced diagnostic features

The solution was built according to three initial requirements - a user-friendly experience, unique customer domains, and collaboration within the LMS, and it all needed to be designed, delivered, and rolled out at speed.



Intuitive user experiences

Intuitive portal design is at the heart of the Eureka LMS, which was crucial for this solution. This includes personalized user dashboards, a comprehensive course catalog, social learning, webinars, and rich multimedia courses, all supported by microlearning videos to help users make the most of the program.



A catalog of webinars in Caresphere Academy

Unique, personalized customer domains

As a large international organization, Sysmex has a vast array of learning audiences, so unique affiliate domains ensured that every customer had its own look, feel and content for a tailored experience, as well as making content available in the appropriate languages for each customer.

On top of this, Sysmex used the Eureka LMS to implement an online marketplace to enable different countries to share content and courses between localized domains.

go to www.sysmex-case-study.eurekossystems.com



Implementation at speed

The first, EMEA-based instance of the LMS was implemented with the platform and the first two affiliate domains going live in just three months. After the initial launch, Sysmex added one new domain per month until reaching their goal of 14 unique domains.

Each domain rollout was supported with promotional and marketing materials, which could then be translated into the local language for faster implementation. Sysmex also promoted the customer learning platform at industry events, such as symposiums and trade fairs, and as part of their wider marketing efforts.

"What I like about Eureka is that they come up with really creative solutions to make our complex requirements easy to map in the software. Eureka is excellent at challenging existing processes, and if you're willing to optimize your processes while you're implementing a new LMS, you know you have the right partner to work with."

Sabine Lindner,
Sysmex Head of Global
Training Innovation, VP

The global rollout



The **EMEA training community**, colleagues from all over EMEA, at a summit to plan customer education strategy

The EMEA implementation proved hugely successful for Sysmex - far beyond their initial hopes. In fact, once other regions saw how popular the solution had become, they insisted it be rolled out for their own markets. The benefits of a localized, personalized solution were evident from the EMEA program, and Sysmex decided to meet customer demand to roll the program out globally.

The flexibility of the Eureka LMS means that every country can tailor its training to local customers through Sysmex's internal designers and platform specialists. For instance, in the US, they host a lot of live events, so the LMS integrates with conferencing technologies, whereas in EMEA, face-to-face training is more common. In Japan, they create more interactive content using H5P, which is native to the Eureka course authoring tool.



The localized, global version of Caresphere Academy

Most of the training is freely available, but some of the more advanced training is available at an additional cost. This is decided at the regional level, again tying into the requirements of each market.

One ongoing challenge for Sysmex was customer resistance to digital learning. They were used to face-to-face workshops, and not all customers have computer access in their day-to-day roles or a stable internet connection. That's why in 2021, Sysmex and Eurekos launched an app for mobile training. This bridged the gap between the training customers were used to and computer-based learning. It allowed them to access training on-demand whenever and wherever they needed it, and customers were able to download content via the app and learn offline, solving the issue of poor connectivity.

"A measurable impact for the learning portal is with the behavior of the people working in the field. We have made huge strides when it comes to our image as a knowledge provider and bringing more value to our end customers."

Sabine Lindner, Sysmex Head of Global Training Innovation, VP

Training is localized for global audiences, and the platform acts as "one source of truth" to ensure that messaging remains consistent, whether customers are accessing the LMS from Germany, the US, or Japan.

Impact

The platform, used in tandem with Sysmex's face-to-face training, reaches more learners worldwide, with around 10,000+ users a month accessing the LMS. In 2022 alone, Sysmex was able to reach 68% more users.

Sysmex's customer learning platform, created with the Eurekos LMS, has proved truly transformational for Sysmex's customer learning program. It provided customers with a brand-new way of learning, which is now implemented globally for a significant impact to the program as a whole and customer learning outcomes.

"In areas where we could commit to train, for example, five key users for an installed analyzer, the possibilities are now endless and we can reach all operators."

Romain Gaillard, Team Leader

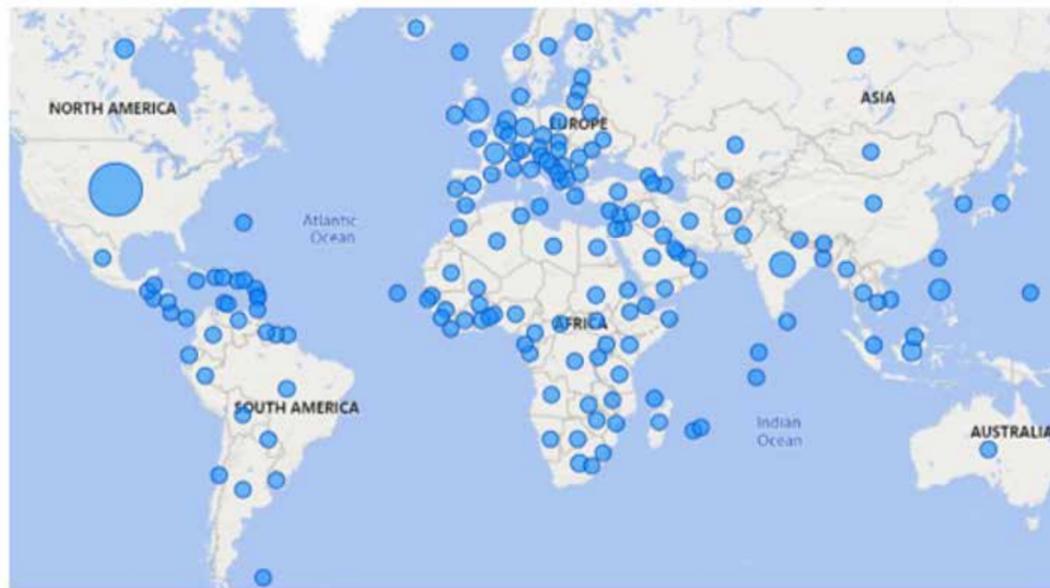


Sysmex mobile app

Strong global growth

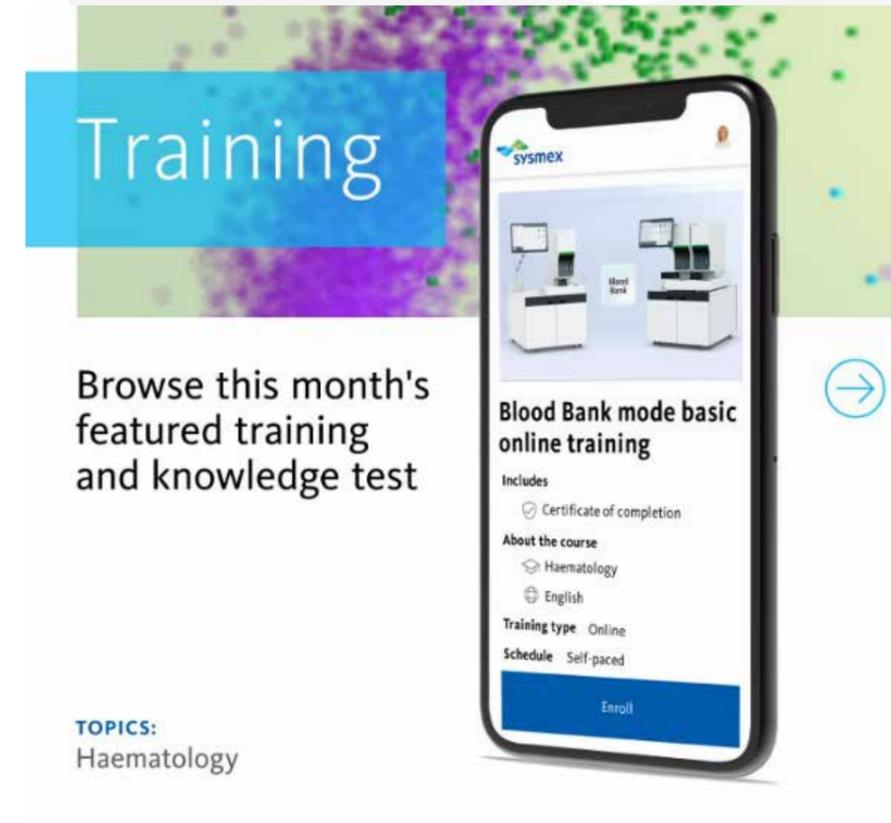
On that note, global growth has been exceptionally strong, with over half of all certificates issued in 2022 being awarded to users in the Americas, demonstrating the take-up of the program beyond its initial EMEA focus.

Active users 2022



A map showing active users of Sysmex's customer learning platform in 2022

This is coupled with fantastic learning experiences, with the average user score globally being 90%+. 92% of users agree that the program is high quality.



Promotional LinkedIn content for Sysmex's customer training

The positive feedback and strong global growth is a testament to Sysmex's ability to overcome customer resistance to much more cost-effective online training.

Switching to a digital-first approach to learning was a significant ask. The three-pronged approach of great communication, great content, and a learn-anywhere mobile app was **Sysmex's secret to success** in navigating this switch.

A new revenue stream

With this solution, Sysmex have been able to make their products more valuable by delivering more advanced scientific training in webinars, allowing users to get far more value from their products.

Customers are happy to pay for this advanced scientific content, which enabled Sysmex to earn an additional revenue stream from training.

On top of this additional revenue stream, Eurekos' solution is already saving Sysmex money on its customer support spend, and this is expected to further increase in the future:

"We expect that better-trained customers should also lead to a decrease in support and hotline costs in the long term."

Romain Gaillard, Team Leader - Global learning platforms

Ultimately, the implementation of the customer learning platform has enabled Sysmex to create more customer advocates - high-quality, accessible learning means better-trained, better-informed customers, who get better results from their Sysmex products, who tell their industry peers about their positive experience.



"Award ceremony" to celebrate the global launch of the customer learning platform and regional achievements

Results of the customer learning platform

68% growth in 2022

100k+ users globally

10,000+ users a month

36% more active users in 2022

92% of users agree the program is high quality

Now that Sysmex has conquered the world with their customer training, the next step is to roll out the platform internally to employees, which was the focus of 2022-2023 and will enable gathering even more insight and experience.

They will also continue on their personalization journey for customers, ensuring that they consistently improve the training process to build a strong global community of Sysmex advocates.

Beyond this, they have ambitious plans to experiment with **avatar-led training** providing even more options for a global customer base with diverse learning preferences and needs.



The Future



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