

KnowledgeAdvisors Wins CLO Award for Procter and Gamble Sales Training Measurement Strategy

CHICAGO, Ill., Oct. 14 (SEND2PRESS NEWSWIRE) – KnowledgeAdvisors, the world’s largest provider of learning and talent measurement solutions, is the proud recipient of the Bronze Award for the CLO Excellence in Customer Service category.

The CLO Excellence in Customer Service Award recognizes providers that have demonstrated a commitment to top-notch implementation, maintenance and support around a client’s learning solution in the past year.

Knowledge Advisors was nominated for this award by Procter & Gamble (P&G). KnowledgeAdvisors provided P&G expert guidance for the creation of its measurement strategy to drive implementation across the enterprise in the form of a 3 year strategic roadmap including organizational priorities and key milestones.

With the help of KnowledgeAdvisors’ next generation talent development reporting system and evaluation software, Metrics that Matter®, P&G’s Sales Capability Development team was able to streamline the data analysis and demonstrate the effectiveness of the overall training approach. The measurement process included gauging success against sales training benchmarks that are integrated into the Metrics that Matter database.

The P&G Sales Capability Development team (SCD) has now had a full year to assess the effectiveness of their training approach and measurement strategy.

As evidence, they cite the following statistics:

- Training results exceed benchmarks by 10-15%.
- Learners report higher levels of application than anticipated vs. lower levels that most organizations experience.
- SCD produced these improvements without any appreciable increase in its evaluation spending.
- SCD is now able to measure the ROI for core curriculum and secured additional staffing and incremental funding.

“KnowledgeAdvisors is honored that our measurement successes with respected clients and leading organizations such as P&G are being publicly recognized on such a prestigious platform,” said Kent Barnett, Chief Executive Officer, KnowledgeAdvisors.

“It is extremely rewarding for us to have responsibility in creating a robust strategy that addresses not only measurement efficiency but also sustainability to support P&G in evolving into a ‘Best in Class’ training and development organization.”

About KnowledgeAdvisors:

KnowledgeAdvisors is the world's largest provider of learning and talent measurement solutions. Leading organizations access its measurement expertise and on-demand software to ensure a high-performing workforce. As a thought leader in Human Capital Analytics, KnowledgeAdvisors provides the most comprehensive analytics solutions in the market. By combining measurement expertise, on-demand evaluation software, and integrated analytics solutions with benchmarking, organizations gain the necessary insights on how to best develop their workforce.

For more about KnowledgeAdvisors, visit: www.knowledgeadvisors.com.

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