



≈ FLOCKJAY X  TrustRadius

# Streamlining New Hire Training with Flockjay: A Case Study of TrustRadius

## BACKGROUND

Katie Pariseau, a seasoned professional in enablement, training and development, faced the challenge of efficiently onboarding new hires while ensuring they received a comprehensive and engaging training experience. Previously, Katie dedicated up to ten hours weekly to manage the training schedule and deliver live content for new hires. Seeking a solution to streamline this process, Katie turned to Flockjay, an AI-powered sales enablement software designed to simplify and enhance training programs.

### Highlights

-  Saved over 30+ hours per onboarding cohort by switching to the Flockjay platform
-  Higher engagement leads to new hires who demonstrate increased retention of training materials
-  Integrations with GTM tools bring learning within the flow of work

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## THE CHALLENGE

Katie's primary challenge was managing the extensive new hire training program, which included scheduling sessions, delivering live content, and ensuring new hires were engaged and progressing as expected. With the additional responsibility of coordinating offsite events and holidays, the need for a more efficient system became apparent. Katie needed a solution that would reduce the time spent on administrative tasks while maintaining or improving the quality of the training experience.

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## THE SOLUTION

Katie implemented Flockjay to streamline the onboarding process. Flockjay's user-friendly platform allowed Katie to quickly set up training schedules, assign tasks, and monitor progress. By leveraging Flockjay, Katie could transform her training content into engaging modules that included quizzes and practical exercises, ensuring new hires could apply what they learned in real-world scenarios.

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## IMPLEMENTATION

### Streamlined Scheduling

Katie used Flockjay to automate the scheduling process, significantly reducing the time required to set up training sessions. What previously took a few hours weekly now only took 20 minutes to set up.

### Engaging Content Delivery

Katie converted some of her live training sessions into interactive modules on Flockjay. For example, instead of spending an hour delivering content live, Katie created a streamlined video with a 10-question quiz that only took 20 minutes to create. These quizzes included practical exercises, such as finding a specific customer call in Gong and linking it to the training platform, ensuring new hires could apply their knowledge immediately.

## **Enhanced Accountability and Feedback**

Flockjay's structured program provided new hires with clear expectations and accountability. Katie received positive feedback from new hires, who appreciated the organized and accountable nature of the program. The platform's ability to integrate with other tools, like Salesforce, Gong, Slack, etc., further enriched the training experience by providing real-world context.

## **Reduced Live Training Time**

Katie estimated that she saved at least one to two hours daily by delivering content through Flockjay instead of relying heavily on live sessions. This not only freed up her time but also provided new hires with flexible learning opportunities that they could complete at their own pace.

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# **THE RESULTS**

The implementation of Flockjay had a profound impact on Katie's training program:

### **Time Savings**

Katie reduced her weekly time spent on scheduling and content delivery from ten hours per week to just 20 minutes to set up the training and a few hours per week to provide reinforcement/coaching on the content new hires were engaging with as they ramped.

### **Improved New Hire Experience**

New hires reported a better onboarding experience, citing the clear structure and accountability provided by Flockjay. This positive feedback was echoed by both new hires and their managers.

### **Higher Engagement and Retention**

By incorporating quizzes and practical exercises, Katie ensured that new hires were actively engaged and could retain and apply their knowledge effectively.

## Seamless Integration

The integration of Flockjay with other tools like Salesforce, Gong and Slack provided a cohesive training environment, mirroring the real-world workflow and making training more relevant and impactful.

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## CONCLUSION

Katie's experience with Flockjay demonstrates the significant benefits of using an AI-powered sales enablement platform for new hire training. By streamlining scheduling, enhancing content delivery, and improving engagement and accountability, Flockjay enabled Katie to provide a superior onboarding experience while saving valuable time. This case study highlights the potential of Flockjay to revolutionize training programs, making them more efficient and effective for trainers and new hires alike.