

ControlCenter

Training Interviews & Survey



User Research

INTRODUCTION

What are we doing well?

What can we improve?

What else would you like us to provide?

Our goal

To better understand how users are engaging with our training in ControlCenter, what aspects of the training are working, and areas of improvement.

Document purpose

This document provides a summary of the user research we conducted through user interviews and online surveys. It provides both the analysis and recommendations based on client feedback.

Methodology

User Research **Interviews** via phone

Online Survey deployed via the ControlCenter platform, email, and customer service daily information post

Data Analysis Methodology

How did we collect data?

How did we analyze data?

Were there trends?

Data Collection

Data collection was performed using phone interviews and an online survey. Response to interview questions were recorded on the paper interview sheet. We chose to write in paper so that we would not have the noise from typing as a distraction to the interviewee. The responses to the online surveys were collected using SurveyMonkey. Data was then compiled in a Microsoft Excel spreadsheet.

Methodology

After data was compiled in a Microsoft Excel spreadsheet, the data was reviewed and analyzed. The responses for each question was reviewed and tallied. Comments were reviewed and recorded to be used as future recommendations and to see overall trends. For open-ended questions, we listed response and categories each response. Similar responses were compiled together.

Audience

Our target audience consisted of both Dealer.com employees and clients

Employee Target Audience

Digital Advisors

Digital Specialist

Customer Service Managers

Customer Support Reps

Digital Sales Consultants

Advertising Reps

Client Target Audience

Internet Managers

Business Development Agents

Sales Agents

Web Managers

Managers

General Managers

Research Questions

Listed below are our interview and survey questions

1. Are you a Dealer.com client or employee?
 - Customer
 - Employee
2. What is your position or role?
3. How long have you used ControlCenter?
 - 0-6 months
 - 6 months - 1 year
 - 1-2 years
 - 2+ years
4. How did you find out about the tutorials in ControlCenter?
5. How often do you use the tutorials?
 - Every week
 - A few times a month
 - Whenever I need help figuring out how to complete a task.
 - To show clients how to do something
 - Never
6. How would you rate the ability to access the tutorials in ControlCenter?
Any ideas for improvement?
7. Can you easily find and access the tutorial you want on the Tutorials page in ControlCenter?
 - Yes
 - No
8. Do you know that you can use the tutorials on your mobile device (cell phone or tablet)?
 - Yes
 - No
9. What do you like about the tutorials?
10. How could we improve the tutorials?
11. What is your greatest challenge in using the tutorials?
 - Not enough time at work
 - Tough to find the tutorial I want in ControlCenter
 - No good areas at work to take them
12. What type of content do you want to see our training (tutorials, videos, and quick reference guides) cover? You can select more than one.
 - Product Training - how to use ControlCenter applications
 - Best Practice - recommended ways to optimize business practices such as SEO, inventory merchandising, etc.
 - Industry Knowledge - latest trends in the industry
13. Would you like to see role-based training (customized training curriculum specifically designed for your job position) in ControlCenter?
 - Yes
 - No
14. Is there anything that you would like training on that we are not currently providing?

Roles

27 Participants (Client & Employee)

What is your position or role?		
Client Roles	Internet Manager	5
	Digital Marketing	2
	Little Bit of Everything	2
	IT	1
	Social Media	1
	Marketing Manager	1
Employee Roles	Digital Strategist	8
	Brand Advisor	1
	BDE	1
	Manager	2
	Service Excellence Alignment Lead	1
	CC	1
	Digital Retailing Support	1

12 Client Interviews & Surveys

Internet Manager



Little Bit
of Everything



Digital
Marketing



IT



Social
Media



Marketing
Manager

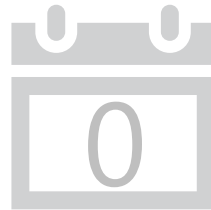


Client & Employee Experience with ControlCenter

0-6 months



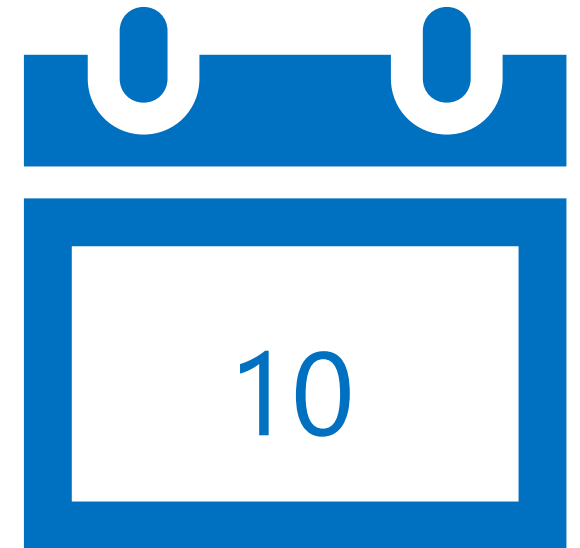
6 months – 1 year



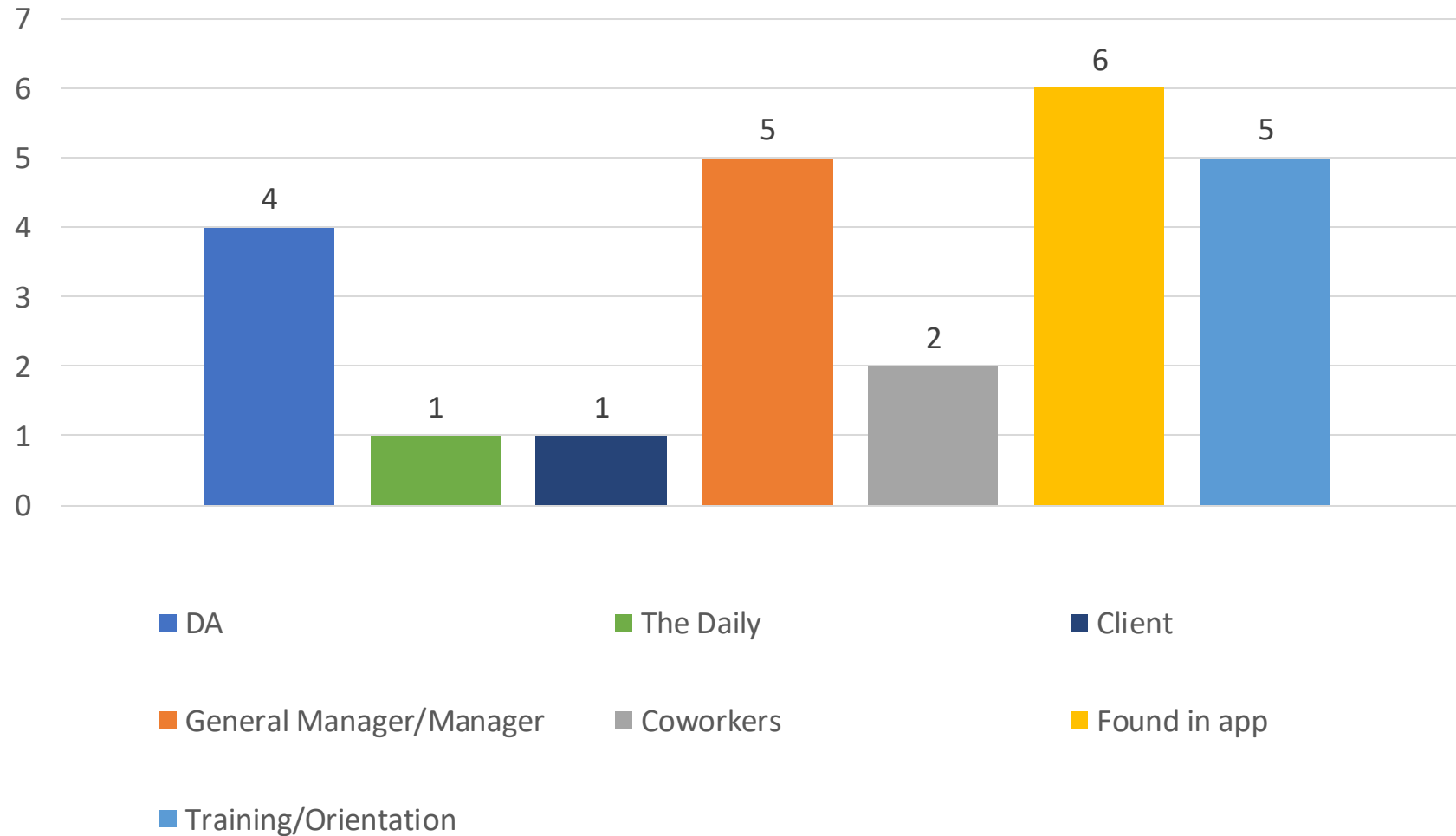
1-2 years



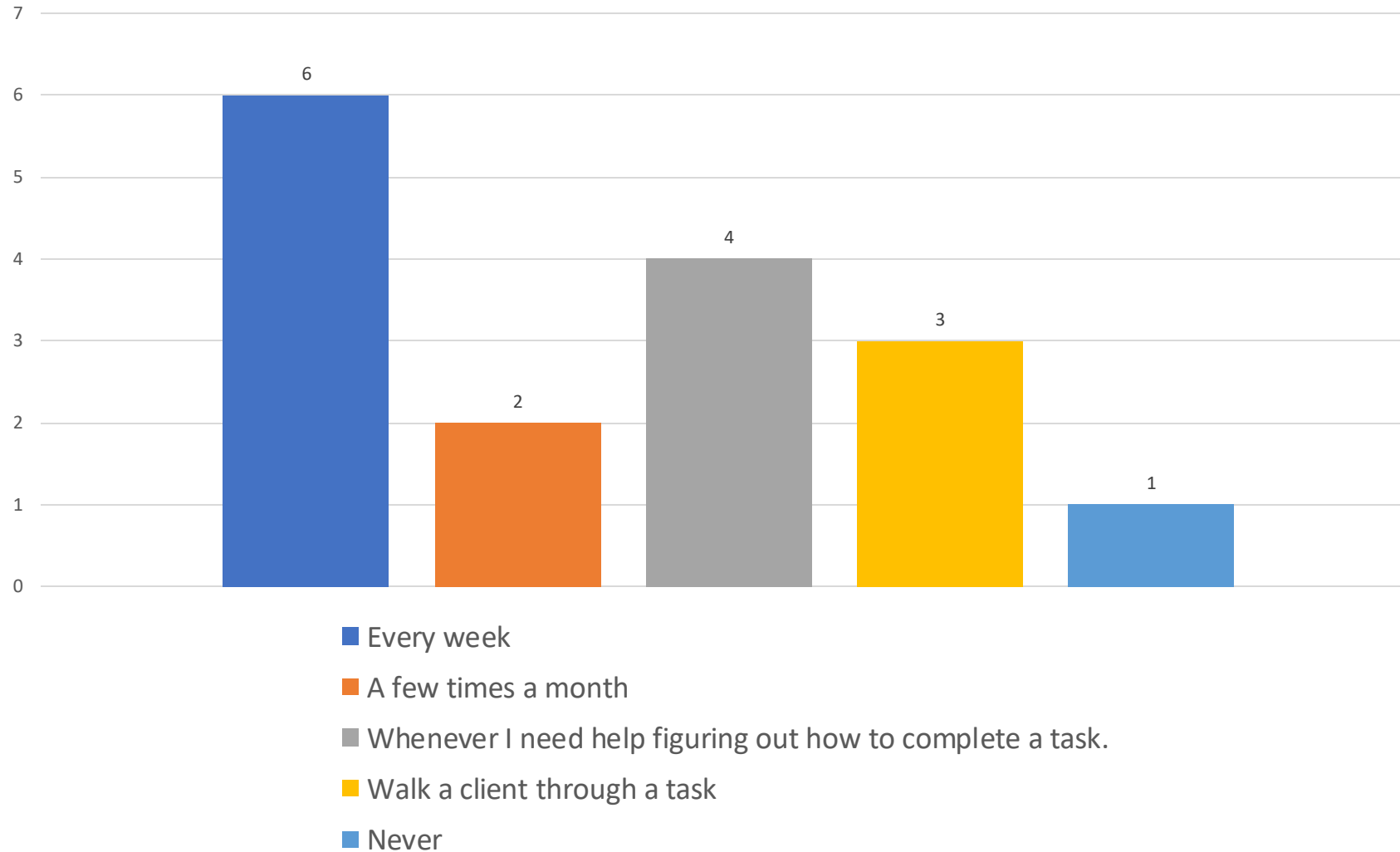
2+ years



How did you find the tutorial in ControlCenter?



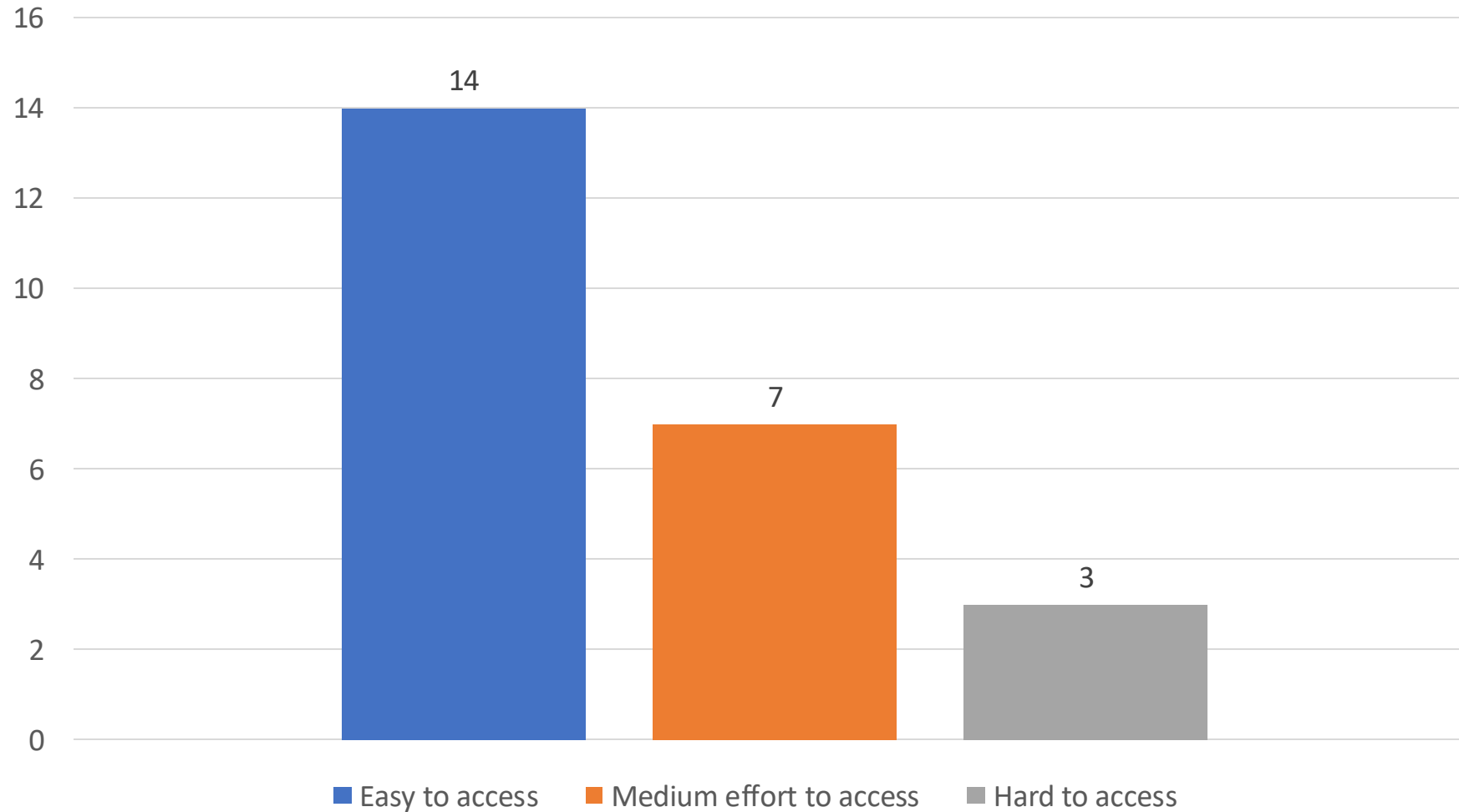
How often do you use the tutorials?



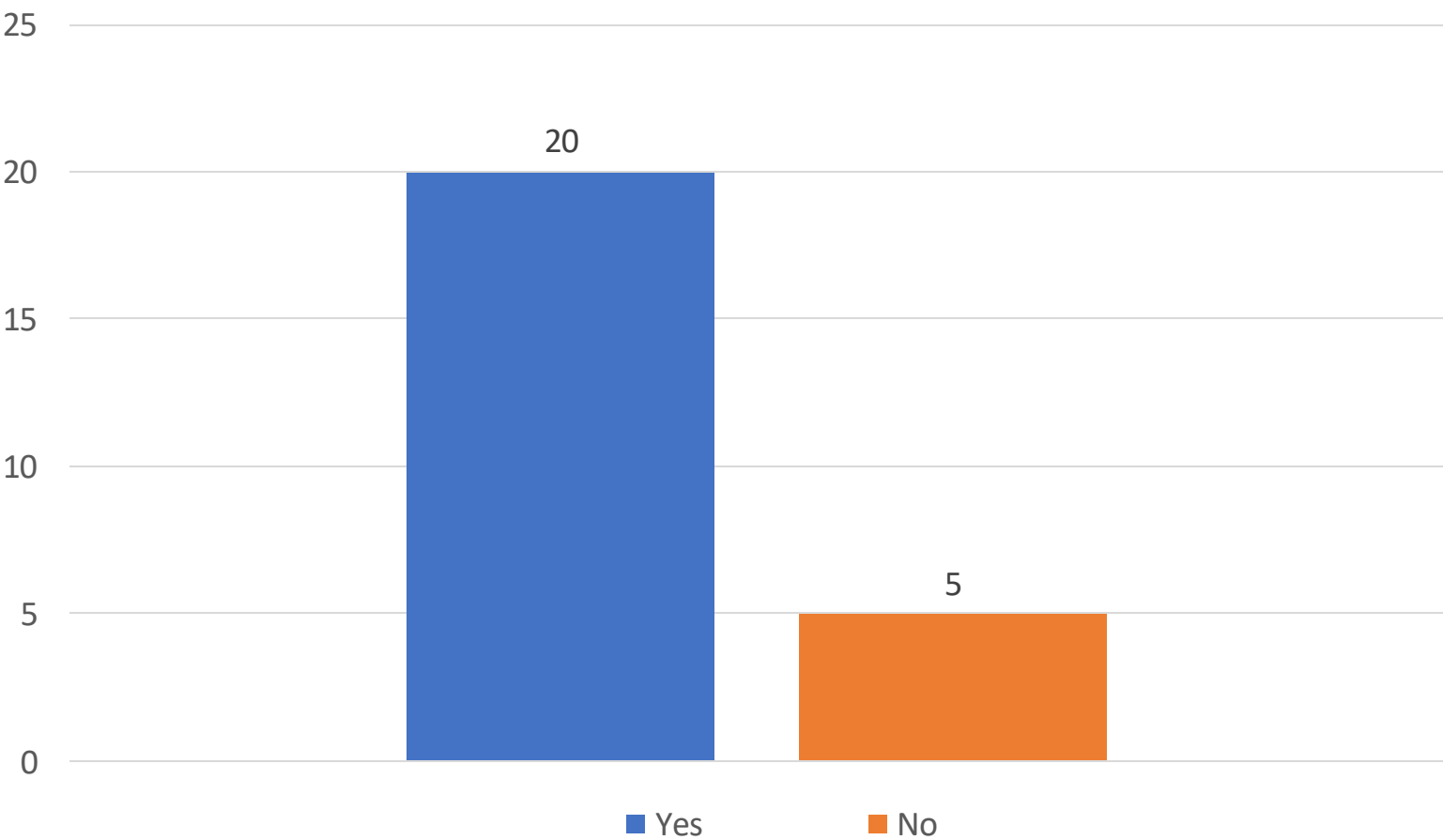
Use

- New beginners use tutorials a lot.
- More experienced users access them when they are trying to figure out how to do something (performance support).
- Customer Service employees use them to walk clients through a task.
- Some clients have dual monitors and have CC open in one screen and the tutorial open in another to walk them through a task.

How would you rate the ability to access the tutorials in ControlCenter?



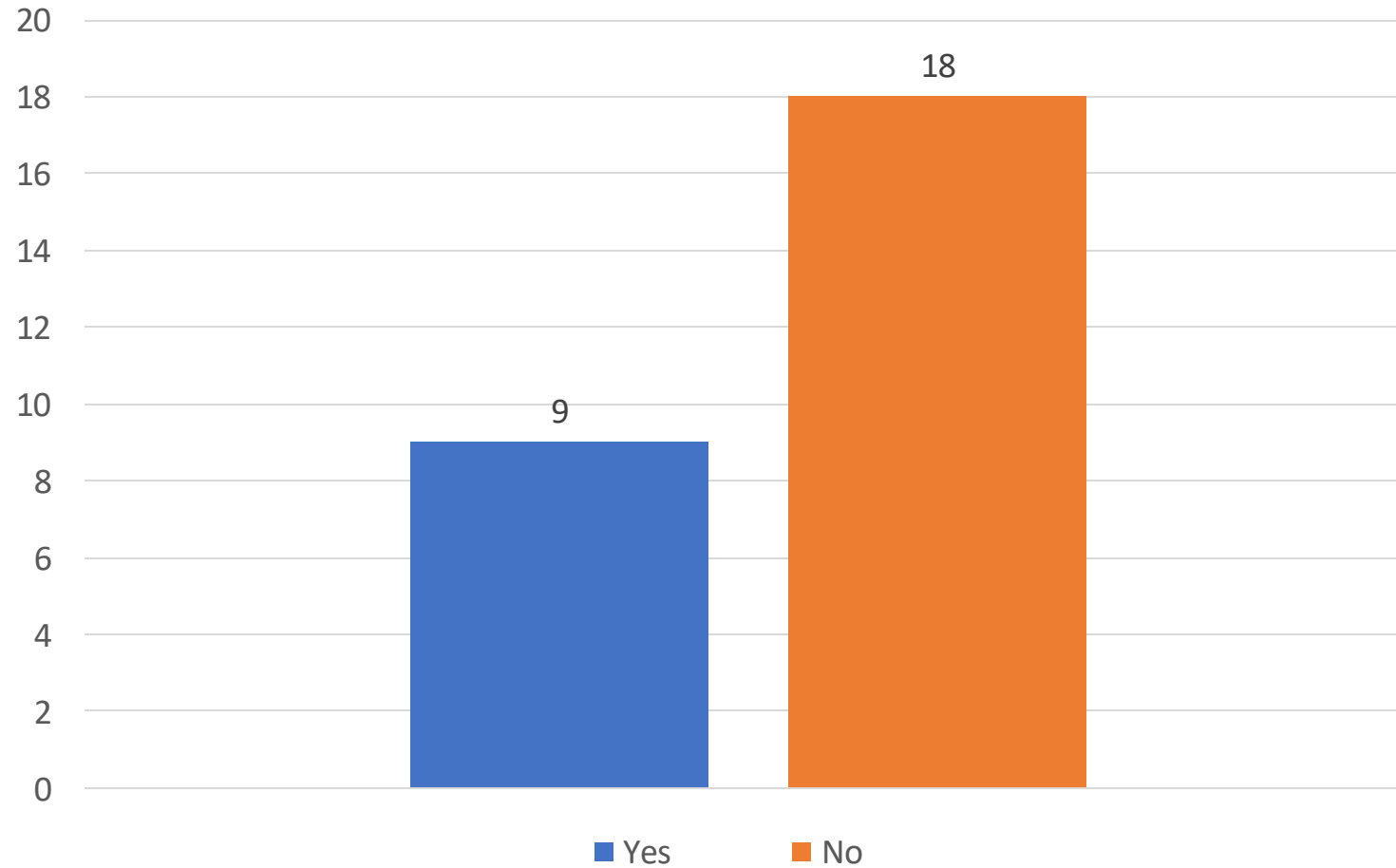
Can you easily find and access the tutorial you want on the Tutorials page in ControlCenter?



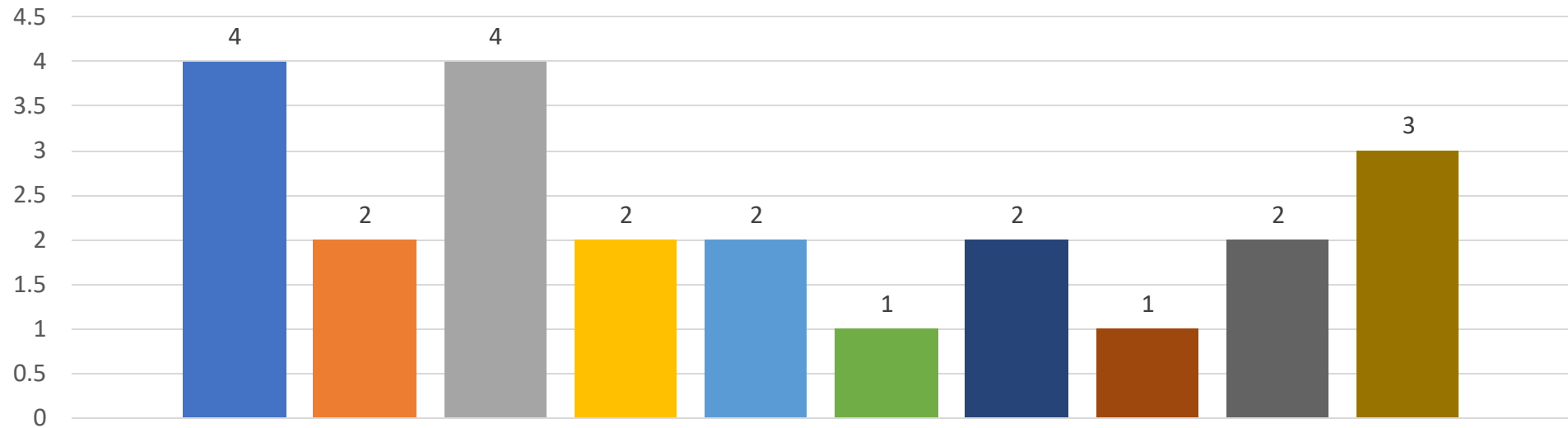
Improve ControlCenter Tutorial Deployment

- Add **Search field** on Tutorials page
- **Custom Curriculum** – ability to build a custom curriculum by selecting tutorials & videos
- **Tracking and Completion** – ability to see what tutorials you have completed or started
- **Tutorial Button** always accessible in CC and opens tutorial in new window; tutorial dropdown vs. going through Get Help
- **In-app Training** - tutorials accessible from apps/pages the apply to.
- **List vs. Scrolling Div** - view all tutorials at once – get rid of scrolling div and view list instead
- **Most Viewed or Most Called on List** – list of the most popular or called on tutorials to Customer Service.
- **Interactive FAQ** - ability to ask a question and get an answer from Customer Service

Do you know that you can use the tutorials on your mobile device (cell phone or tablet)?



What do you like about the tutorials?



■ Interactivity and clicking through step-by-step

■ Number of tutorials (a lot) & variety

■ Short in length and do not take long

■ Can stop and come back to the tutorial easily

■ Go through a task step-by-step at your own pace

■ Easy to Use

■ Teaches you tasks you need to complete

■ Setup/Format

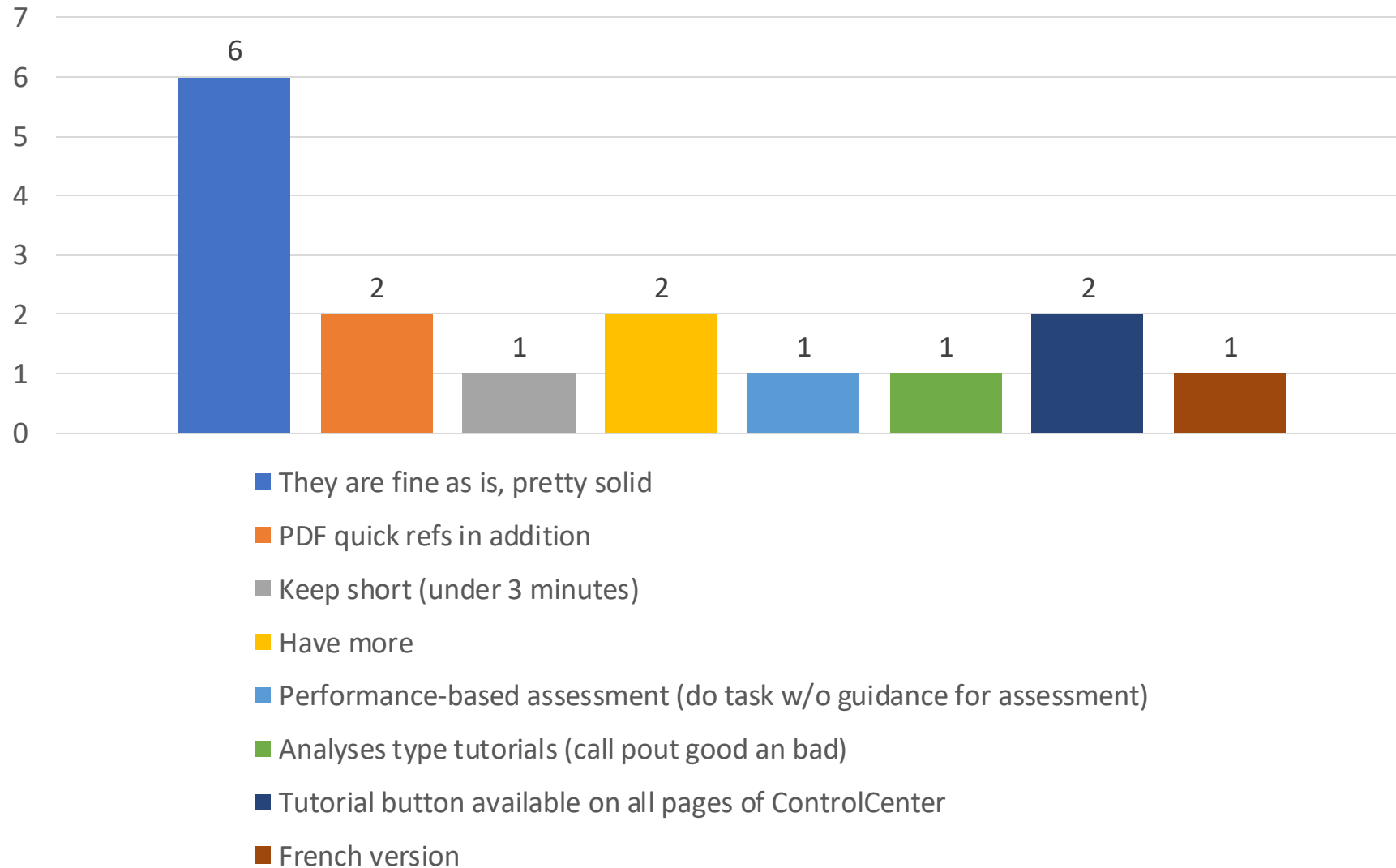
■ Can take anytime and as many times as you want

■ Make "How to Calls" easy

Likes

- Interactivity (click through)
- Step-by-step format
- View at one's own pace; can stop, pause and come back
- Short in length
- Easy to use
- Make "how to" calls with clients easy
- Easy to teach new people
- Format
- Wide variety
- Can come back anytime to take them
- Number of tutorials and amount of topics
- Teach you what you need
- View any time and take as many times as you want
- Walks you or a customer through a task

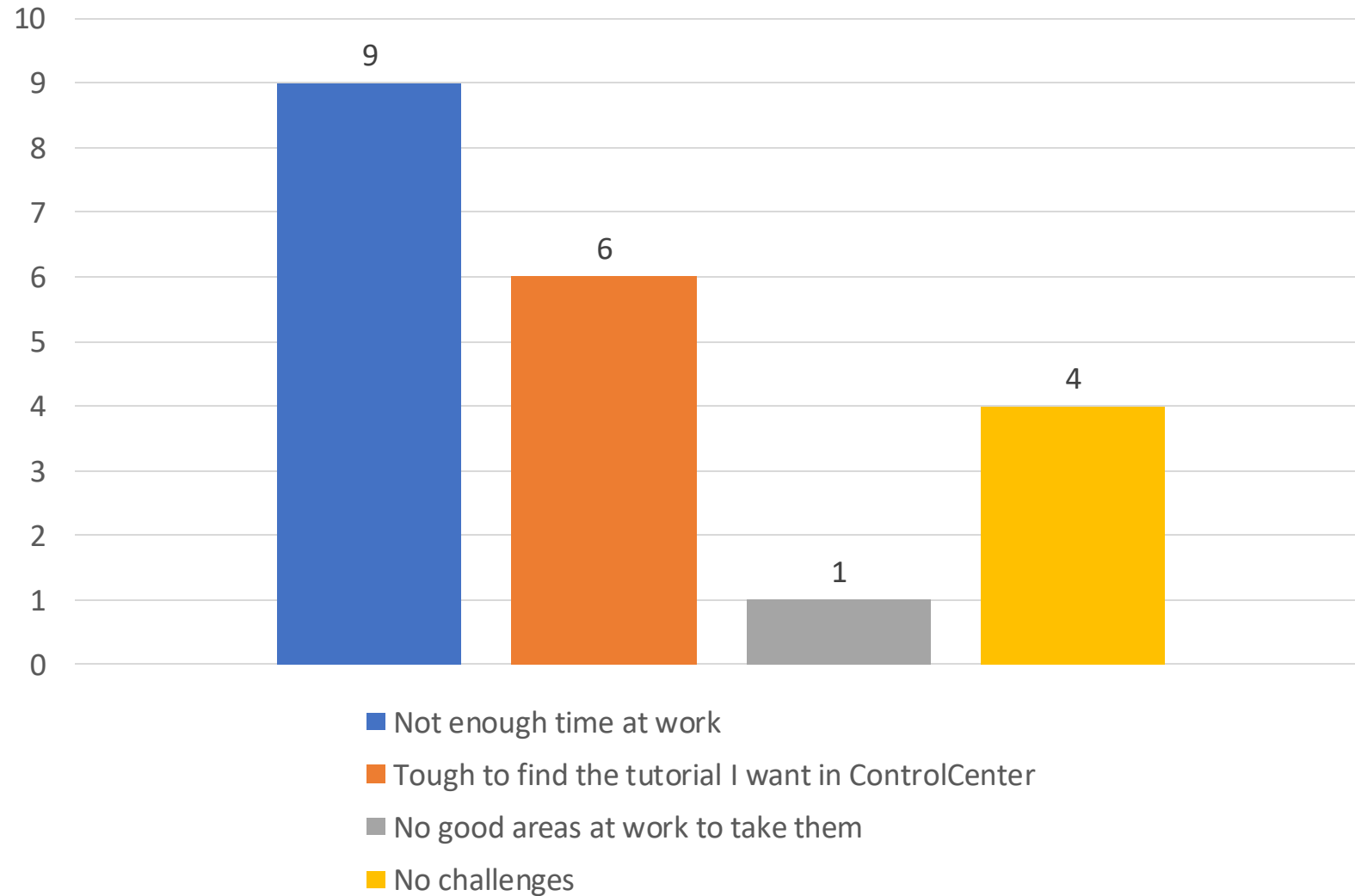
How could we improve the tutorials?



Improvements

- More tutorials
- Add recommended content
- Improve access in ControlCenter
- Add French speaking tutorials
- Add performance-based assessments (get graded performing task w/o guidance)
- Analyses tutorials (i.e. analyze data, explain why good or bad, and provide recommendations)
- Keep all short (under 3 minutes)

What is your greatest challenge in using the tutorials?

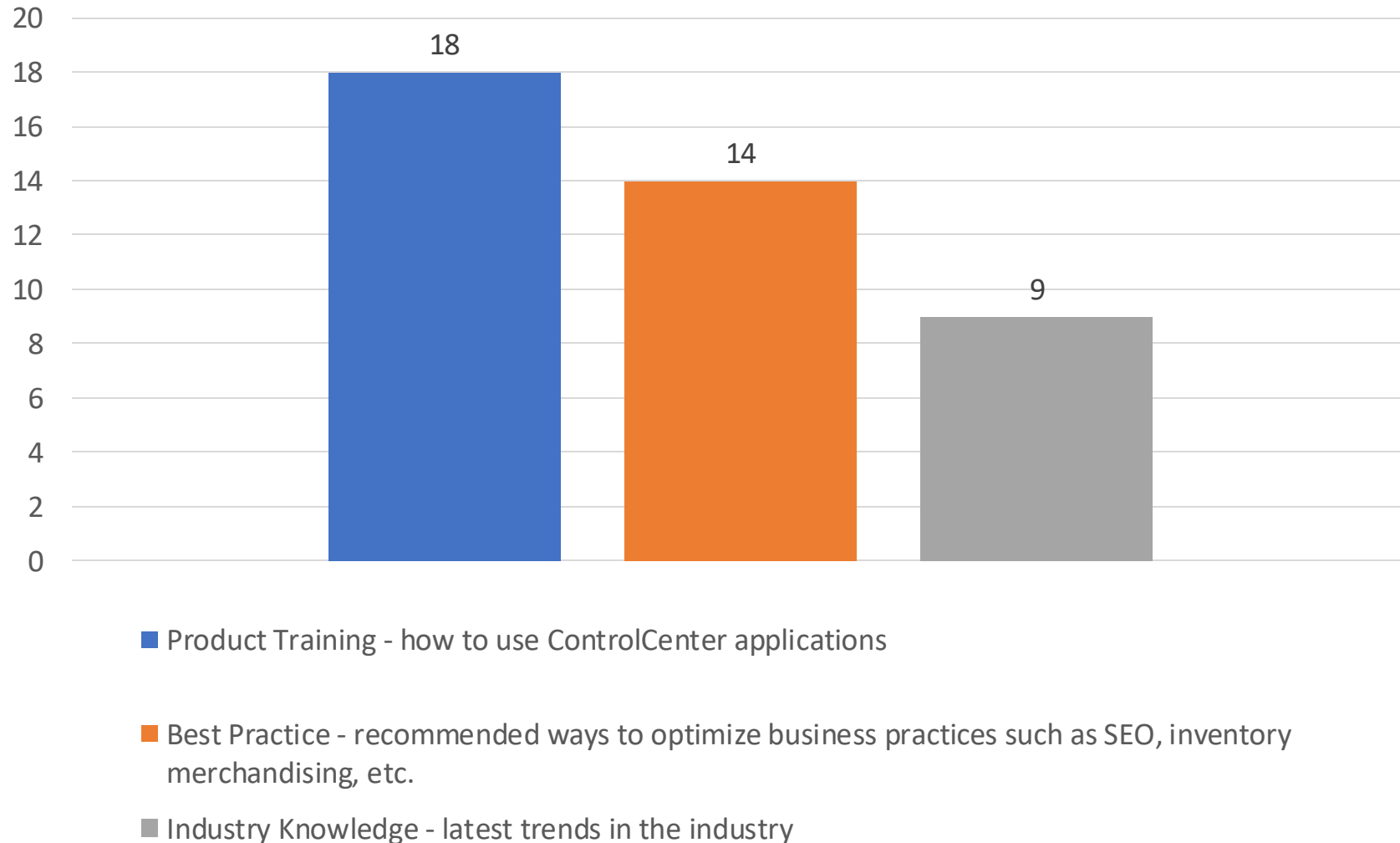


Challenges

- Not enough time at work – was cited more by Dealer.com employees than Dealership staff. In general, dealership managers and employees were very supportive and often recommended the tutorials to new employees.

What type of content do you want to see our training (tutorials, videos, and quick reference guides) cover?

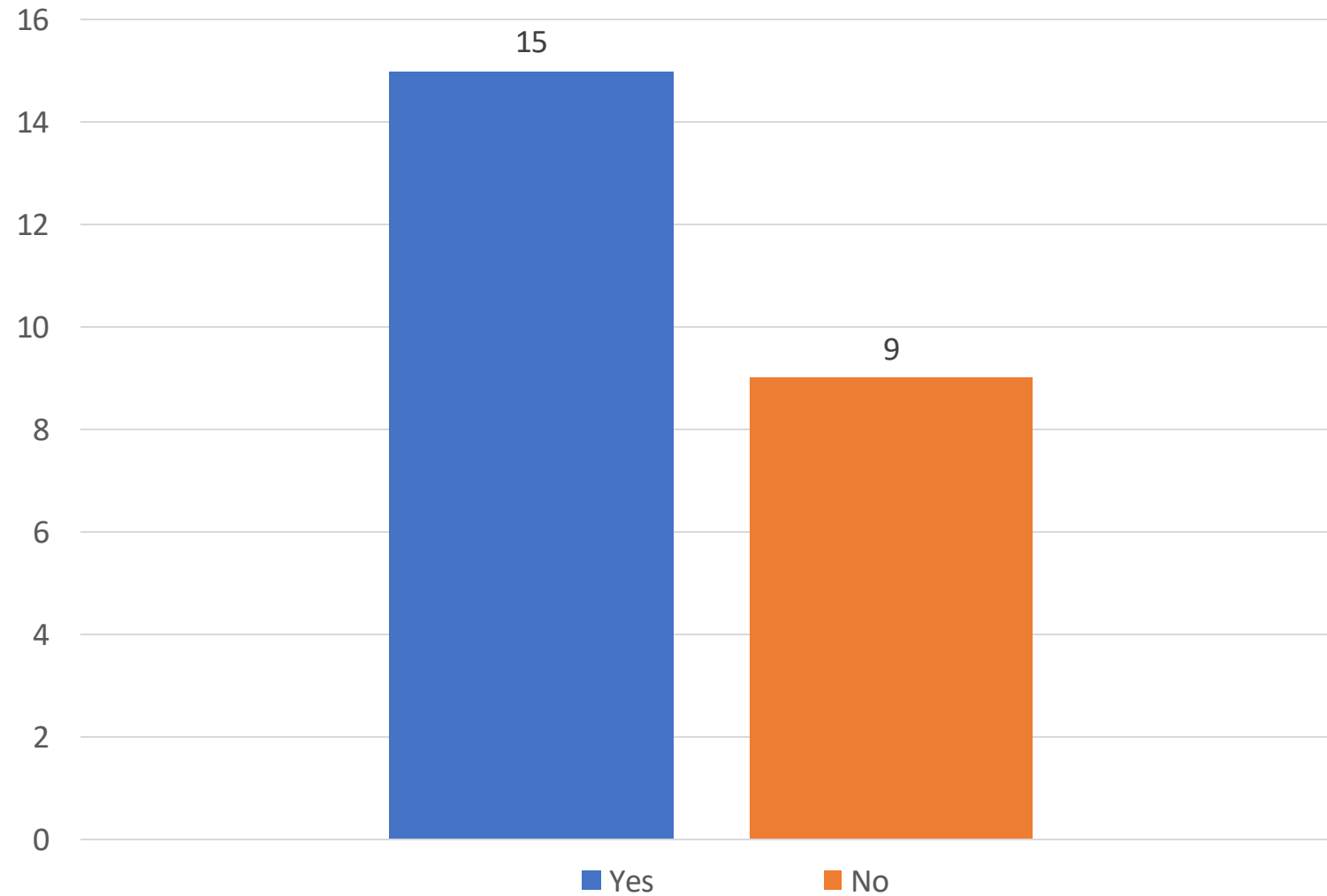
You can select more than one.



Content Feedback & Opportunities

- Good, just want more
- How to build pop-ups
- Know the image size of slideshow and staff pages
- Overview of what you can change in ControlCenter, what you cannot, and who to ask if you cannot change it.
- They want all Product, Best Practices, and Industry Knowledge...Product Training is big
- They want to know how solutions/systems work together, how updates flow from one system to another
- How content comes from OEMs
- Advertising
- French speaking
- Shadow Customer Service for frequently called topics
- Dealertrack training too

Would you like to see role-based training in ControlCenter?



Role-based Training

- Several dealership clients said they do “a little of everything” so role-based training does not apply to them. While role-based training is popular with a lot of our users, we need to make sure to provide the opportunity to view and access all tutorials.
- Users also search for tutorials by product family, categories, or topics.

Comments



Client &
Employee

Comments

- I like the interactive approach!
- I like the step-by-step.
- The ability to be able to come back and go through a task as many times as they want.
- I give tutorials 100%, no change!
- Just have more
- Need to be careful of size because of limited bandwidth
- You actually click through all the steps
- Keep less than 3 minutes
- I like the ability to review videos and pause them at each step, so that I can follow along with the process being explained.

Comments...continued

- They make How-To calls easy and help the client to understand better by actually doing the process.
- There are a wide variety of videos covering most the topics a dealer would need help on
- They take customers through the product step by step
- I like the variety of interactive vs. a one sheet.
- Good to show customers and new AT folks
- Have more, keep them under 3 minutes or approx, and organize them by type
- Trackable to see ones viewed and completed
- Training overall has an opportunity to better educate new hires on tools, processes, and guidelines so that we are better equipped to perform our job task at a high level.

Comments...continued

- Make more of them, and go beyond just click through of the process, but actually having to go through the entire process from memory to complete an assignment like setting up Digital Retailing from beginning to end. Also possibly some analyses type tutorials. Like looking at the mock performance of digital retailing tools and calling out good, bad, and best practices to improve performance and engagement. I think it's hard for those of us in the field who are not actually going to setup inventory cycles for a dealership fully understand how to use the tool so we can better understand the functionality and how it helps solve dealer pain points.
- Trackable to see ones viewed and completed
- I always mention to client's to hit the Help link and select Tutorials before reaching out incase they can fix the issue themselves.
- It would be cool if they showed up as a banner at the top when you log into ControlCenter. We don't encourage our clients to go to the Welcome screen because it's always broken.

Comments...continued

- As a new hire, I was/ I am highly confused on the training structure. I've been looking at tutorials on a daily basis.
- There needs to be more, other than the general starting out ones. there needs to be some to show you how to do stuff/add stuff like common dealership requests
- Whenever I need to walk a client through a How-To and want to be sure it's the most recent, correct, method.
- I show the clients how to use the product
- I show them often
- Have the tutorials available with the tools the customer would be using them with. IE website tutorials in the website tab, analytics in the analytics tab etc.
- I believe that the welcome screen should have a section of "most common videos/tutorials" that way clients see what videos could be helpful to them. Also a comments section where a dealer can submit questions on the video to be answered would be nice

Additional Findings

A person is sitting on a rocky cliff, looking down at a smartphone. The background is a vast, forested valley under a clear sky. The image is overlaid with a large, light blue circle and a smaller, solid yellow circle.

Product Ideas

Product Ideas

- **Built in Photo Editor** – clients need this capability and often do not have the ability to acquire Photoshop.
- **Media Subscription** – clients need to have a “media gallery” that they can pull from to build specials, but also for advertising on social channels.



The End!

THANK YOU

By Jeff Krebs