

» **CLIENT PROFILE**

Jack Henry & Associates, Inc., is a publicly held software company in business since 1976. The company provides technology systems to more than two thousand financial services firms, most of which are banks and credit unions. Jack Henry software solutions are used to manage all aspects of a financial institution's business activities.



AUTOMATING TRAINING MANAGEMENT AT JACK HENRY

Beth Cantwell is manager of Education Services for Jack Henry. Her focus is delivering exceptional service and quality education to customers. This is important because, in the banking business, repeat customers are the "name of the game." Beth knows that keeping customers is more cost-effective than finding new ones.

Consistent with this mission, Beth deployed Rainmaker's ViewCentral solution. Beth is using ViewCentral vClassroom and Classroom solutions for live instructor-led learning on the Web and traditional classroom learning, respectively. Specifically, ViewCentral is used to host course information, manage registration, handle communications to customers, execute billing and deliver materials such as class documentation. Beth also is using Rainmaker solutions to manage Jack Henry's e-learning activities. Overall, Jack Henry Education Services group will leverage Rainmaker to manage more than 700 in-person and online training sessions in 2004, not including e-learning.

In addition to managing the above-mentioned pre- and post-event activities, Rainmaker solutions are integrated for use with a number of Web and audio conferencing tools. In the case of Jack Henry, Beth is using Rainmaker with the WebEx Web conferencing solution.

Before she began using ViewCentral, Beth had been managing event administration manually and with the help of a home-grown technology solution. Course information was posted on the Jack Henry Web site or printed in a catalog, which Beth put together twice a year. When a customer identified the course that was right for them, they would fax to Beth their enrollment form. An administrative assistant from the Education Services group would key this information into the home-grown solution to keep track of attendees. That person also was responsible for entering the same data into WebEx and mailing a letter to the customer confirming their registration. Finally, the enrollment information was sent to the Accounting department, where it had to be keyed, once again, into the Jack Henry billing system. Customers would be invoiced for their class registrations on their next statements. After the event, Beth would send an evaluation form to the customer.

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— Beth Cantwell, Manager of Education Services
Jack Henry

“Rainmaker’s ViewCentral has made it easier and more cost-effective to manage in-person and virtual training at Jack Henry. There aren’t too many technology solutions you can say that about.”

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Rainmaker Systems, Inc.

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Rainmaker Systems, Inc.
900 East Hamilton Ave. Suite 400
Campbell, CA 95008
Phone: 800.631.1545
Email: sales@rmkr.com

The major drawback to this system was the tremendous amount of data entry it required. Not only was it time-intensive, but with so much data entry, there was always the potential for errors and omissions. What’s more, a manual process doesn’t scale well. As the company’s customer base and training needs grew, by-hand event management would be even less efficient. If Beth was going to keep up, she had to choose between hiring another full-time administrative assistant or implementing a technology solution that would automate much of what her group was doing by hand.

After reviewing a number of solutions, Beth chose Rainmaker’s ViewCentral because it would reduce significantly the number of steps required to produce an event, enabling the Education Services group to be more productive. Once the customer completes his or her enrollment form on the Web, the information spreads automatically throughout the Rainmaker solutions, into WebEx and to the Accounting department’s billing system.

“In particular, the integration with WebEx has made our jobs so much easier,” commented Beth. “Any company using a Web conferencing solution in their training program would be wise to add Rainmaker. Because the two solutions work together seamlessly, we no longer have to duplicate efforts when scheduling events.”

She also selected Rainmaker’s ViewCentral for its flexibility. Beth wanted a solution that could be customized to meet her unique requirements, not some cookie-cutter system whose constraints she would have to live within. ViewCentral would allow Beth to personalize and automate communications to customers, a process that, when done by hand, can be a tremendous time-sink. And, to enrich the customer experience, ViewCentral could be integrated to look and feel like the Jack Henry Web site. Beth knew this was important for retaining her company’s brand equity.

So far, Beth’s decision to go with Rainmaker is looking like the right one. Since deploying with Rainmaker’s ViewCentral, productivity has reached an all-time high in the Education Services group. In 2003, Beth and her team trained more than 5,000 people – that’s twice the number from 2001 before ViewCentral – and they did it all without having to hire a second administrative assistant. And because all course registration is handled via the company’s Web site, Beth is no longer producing the printed training information catalogs, resulting in significant savings to the company.

“Rainmaker’s ViewCentral has made it easier and more cost-effective to manage in-person and virtual training at Jack Henry. There aren’t too many technology solutions you can say that about,” concluded Beth.

