

CASE STUDY

PIGCHAMP

OPPORTUNITY OVERVIEW

PigCHAMP (Computer Health and Management Program) was developed by the University of Minnesota as a research project. PigCHAMP became the Swine Management standard of the free world and was sold worldwide in 14 different languages.

This large, complex, and comprehensive analytic and management system was not intuitive to install or operate. Two 2-day seminars (32 hours of training) were required in order for a person to operate the program satisfactorily. Even after the four days of training, the PigCHAMP technical and customer service department received numerous calls from new program users.

CLIENT OBJECTIVE

PigCHAMP sought to train more users faster, more efficiently, and with better understanding than was possible using traditional classroom/workshops and manuals. Another objective was to reduce the amount of technical support required and improve/expand how personnel were utilized.

TARGET AUDIENCE

New and current users of PigCHAMP swine management software at the farm level and at the service bureau level throughout the world.

TRAINING METHOD SELECTED

Computer-Based Interactive Training (CBIT)

RUSSELL ASSOCIATES SOLUTION

Russell Associates developed two 7-hour Computer-Based Interactive Training (CBIT) programs to replace the two 16-hour seminars. The CBIT programs were bundled with the PigCHAMP program, and also sold as stand-alone products.

The training programs interactively involved the student in simulations of the PigCHAMP program.

Due to the effectiveness of the training, technical and customer service calls from new users decreased by more than 85%. This reduced costs and improved how staff skills were applied and utilized.

PROGRAM LENGTH

- Two 7-hour programs for two separate levels of knowledge and proficiency

PROGRAM RESULTS

CBIT was significantly more cost-effective for both PigCHAMP, Inc. and the user.

The cost of CBIT development was self-liquidating in less than two years from the increase in the price of the software, from the sale of the training program, the reduced cost of the customer service department, and increased sales.

An additional feature was a testing and certification program which, upon qualifying, the person received benefits and discounts on additional products.