

## CASE STUDY

### BAYER CROP SCIENCE TECHNICAL TRAINING DEVELOPMENT

#### OPPORTUNITY OVERVIEW

Bayer is one of the top-recognized brand names. Bayer Crop Science is a worldwide leader in the innovation of products that benefit farmers, consumers and the planet. Bayer strives to help growers maximize yields, reduce disease and pests without harming the environment.

#### CLIENT OBJECTIVE

Bayer Crop Science desired to educate their field teams about new product solutions and agronomic content. Additionally, training was provided with these modules to help employees and field team members understand this newly combined product offering and agronomic content. Bayer desired a training tool that would help associates better understand the products and their benefits, thus increasing product recommendations and engagement within all levels.

#### TARGET AUDIENCE

- Sales Team
- Technical Teams
- Retail Location Associates

#### INTRATRRAIN'S SOLUTION

Russel Associates worked with Bayer to develop multiple modules that covered many different product areas including corn, soybeans, canola, seed treatments and general agronomic knowledge. Each module contains high-quality graphics and narration, interactive exercise and simulation examples that allow learners to consider what they have learned and apply the knowledge. The modules are focused on taking highly technical topics and producing a solution that is simple for the end user to understand.

“Our goal was to create innovative, user-friendly computer-based trainings for our agronomic field teams on specified learning topics.”

Bayer Crop Science Project Team Members

#### RESULTS

Modules are hosted on the Bayer Learning Management system for internal users. Some modules are hosted on an intRAtrain platform for access by external users. The module hosting needs are determined by audience and subject matter that is included within the training.

“intRAtrain helped us with the development of very professional looking eLearning to help educate our internal and field teams. Our internal field teams are appreciative of the results, and we are promoting the content externally with very positive results as well. We appreciate your knowledge of agriculture and your communication with our team in meeting our goals and development needs.”

Bayer Crop Science Project Team Members

#### CUSTOMER COMMENTS

“You helped us develop very well-done, professional eLearnings for our teams to use. The relationship to your company with people who are familiar with agriculture terminology and products is a refreshing change. The people were the best part of working with intRAtrain. Things were done professionally and on a good timeline. Holdups in the process were nearly all due to our issues. Overall, I didn't have any negative experiences working with the team and would highly recommend them for their process, product, and people.”

