

# Revolutionizing Sales Training: How a Leading Insurance Company Improved Performance with Qumu's Enterprise Video Management Platform



One of the world's largest insurance companies was facing challenges in developing engaging and cost-effective training programs for their sales team. To resolve this problem, they partnered with Qumu to implement a comprehensive video platform to address their training program needs. This case study highlights how Qumu's video solutions transformed this entity's training program, leading to significant improvements.

## The Background

This insurance company was challenged in effectively training the sales team on their new insurance products. They found that traditional training methods, such as classroom sessions and printed materials, were not engaging enough and often did not deliver the desired results.

## Solution

So, they decided to use a video platform to deliver its training content to its sales team. They partnered with Qumu which offered an enterprise video management system to create and distribute their training videos. Qumu allowed them to create and upload video content, which could be accessed by their sales team at any time and from any location.

Qumu supplied a secured central location to store, manage, and distribute their video content, including an enterprise video portal. It offered tools for creating and editing videos, including screen recording, webcam recording, encoders, RTMP feeds, and video editing tools.

Qumu also allowed them to track and analyze the engagement and effectiveness of the training videos. Overall, the use of Qumu's enterprise video management platform significantly increased the effectiveness of training programs by 70% and reduced their training costs by 30%.



## Results

The use of Qumu's enterprise video management solution resulted in several benefits for the company.

### ✓ Easy Content Creation

Qumu offered tools for creating and editing videos, including screen recording, webcam recording, encoders, RTMP feeds, and video editing tools. Users can also use MS Teams, Webex, and Zoom front end and edit the recording using Qumu and publish across multi-location and repurpose for marketing.

### ✓ Increase Employee Engagement

Qumu enabled the sales team to access the training content conveniently, at their own pace, and on any device. The engaging nature of the videos helped the sales team understand the new insurance products better and improved their sales performance.

### ✓ Security and Compliance

Qumu offered secure video hosting, encryption, and access controls to ensure video content still is protected from unauthorized access. Qumu's compliance management features helped meet regulatory requirements, including the Gramm-Leach-Bliley Act.

### ✓ In-depth Analysis

By using Qumu, members of management were able to use detailed video analytics to track user-level engagement with the content to ensure every sales team member view the required training videos to completion within a required time limit. Also, detailed analytics and interactive features such as surveys and handouts helped watch video performance and gather valuable feedback from viewers.

### ✓ Reduced Cost

The enterprise reduced costs associated with travel and accommodation by creating and hosting training sessions online. The platform also enabled them to reuse existing content and make it available to employees in different departments, reducing content creation costs.

## Conclusion

The use of a video platform helped the insurance company overcome their training challenges and improve their sales performance. By leveraging Qumu, they were able to create engaging and effective training content that was accessible to their sales team anytime and anywhere. This case study proves how video platforms can be a powerful tool for insurance companies to improve their training and performance.

## Transform your insurance sales team with Qumu's enterprise video solutions.

Contact us today to learn more about our solutions and how we can help you achieve your business goals.

[Contact Qumu](#)



Qumu empowers hyper-distributed organizations to leverage the full power of video to move forward faster. Only Qumu's Video Engagement platform helps businesses build connectedness and shape a culture that is more engaged, motivated, aligned – and human – to drive impact in a work from wherever, whenever world.