LUMINEO

CUSTOMER CASE STUDY

FROM BOTTLENECK TO BREAKTHROUGH: WOUNDROUNDS' JOURNEY TO EFFICIENT CUSTOMER TRAINING

EXECUTIVE SUMMARY

WoundRounds, a rapidly growing company provides a powerful application designed to improve wound care in healthcare facilities. Their mission is to enable better patient care through digital tools, allowing care teams to streamline documentation, assessments, and treatment processes.

CHALLENGES:

As WoundRounds expanded, they faced increasing logistical and operational challenges in training new customers. The traditional method of in-person and video call training sessions became unsustainable due to:

- **Cost:** Organizing personalized sessions for each new customer was costly and required more FTEs

- **Logistics:** Scheduling in-person and video call sessions across different time zones was inefficient.

- **Scalability / Speed:** The demand for their product outpaced their ability to train new users promptly.

These challenges created bottlenecks, hindering their ability to onboard clients quickly and effectively resulting in negative consequences.

SOLUTION:

Lumineo.ai stepped in to offer a full-service, scalable video training solution. The program includes:

- **Classes:** Lumineo designed and produced custom AI enabled video micro trainings (multi-lingual) tailored to WoundRounds' application. These video classes provide step-by-step practical guides on how to use the platform in care facilities.

WoundRounds

REDUCE CHURN, INCREASE SALES, AND LOWER COSTS WHILE DELIVERING TRAININGS 24/7.

Full Learning & Development Resources

Custom Video Training Creation

Dedicated Full Time Project Mgr.

Dedicated Integration Team

Time & Materials Tracking

Content & SME Sourcing

INCREASE SPEED,
LOWER COST,
LOWER RISK,
HIGHLIGHT UPSELL

- **Advanced Interactive Learning System (LMS)** WoundRounds' training process shifted to Lumineo's simple to use LMS, which allowed for easy deployment of the training materials. This system tracks user progress and performance, offering detailed reports on training completion and retention.

- **Branded Seamless Customer Onboarding:** With Lumineo's LMS, WoundRounds no longer needs to rely on live trainings. The new system allows their clients to access training materials on demand, with integrated data and work flows, significantly reducing the time to onboard new customers.

- **Speed, Engagement, and Retention:** Lumineo's video-based approach replaces inefficient in-person, and ineffective written procedures. Interactive video content makes the material easier to consume, engaging, ensuring better retention and improving users' understanding of WoundRounds' application.

RESULTS:

The implementation of Lumineo's video training program is delivering significant benefits for WoundRounds, including:

- **Cost Reduction:** Eliminating the need for in-person and video call trainings is significantly lower training costs.

- **Scalability/ Speed:** WoundRounds can now onboard multiple customers simultaneously, without the constraints of scheduling live sessions.

- **Consistency:** Every customer receives the same high-quality training experience, ensuring consistent knowledge transfer across all users.

- **Convenience:** Customers can access training materials anytime, which is particularly helpful in the healthcare industry where time is often limited.

- **Better Patient Care / Lower Risk:** With proper training, WoundRounds' clients can use the application more effectively, leading to improved outcomes in patient care.

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