MEDIAMATH POWERS ONBOARDING WITH SHOWPAD

CHALLENGE

In 2013, MediaMath began hiring 10-15 new employees monthly but their onboarding process couldn't keep up with their expansion. New hire onboarding consisted of a monthly, in-person meeting called "Day 1 Orientation," where over 15 departments presented to new hires. An internal onboarding survey uncovered that inefficiencies existed on both the Learner and the Instructor side, resulting in a growing knowledge and skills gap for the business. MediaMath knew something had to change.

- Inflexible Scheduling: new hires could wait up to 3 weeks before having "day 1" orientation and presenters were pulled from their job duties each month regardless of other priorities.

- High Cost for Global Hires: new hires outside of the U.S. were flown-in for training, if scheduling and budgets allowed, but many had to attend the training virtually during hours outside of their timezone.

- Low Retention: new hires passively sat through a full day of presentations, with many expressing they left training feeling overwhelmed.

SOLUTION

MediaMath implemented Showpad to accompany the in-person onboarding session and was able to increase hiring speed as well as alleviate onboarding pressures. With Showpad, the company transformed the day-long sprint into four shorter sessions. Today MediaMath hears how impressed new hires are with onboarding, instead of how overwhelming the process is. MediaMath was able to solve previous inefficiencies using the Showpad platform.

BENEFITS

- Immediate Access: new hires now receive access to the learning portal with digital recordings of presentations that they can start watching immediately. No more waiting 3 weeks for "day 1."

- Flexible Scheduling: the day-long sprint became a four-day tour, giving presenters more flexibility for scheduling time with new hires. In addition, subject matter experts are now able to focus on updates and highlights while the pre-recorded presentation provides the overview.

- Improved Retention: the recordings were broken into smaller, bite-sized pieces that new hires can easily go back and review at any time for key concepts.

MEDIAMATH POWERS ONBOARDING WITH SHOWPAD

DETAILS

- **Save Administrative Time**
  Easily scales to new users and initiatives, so you can spend time where it matters

- **Flipped Classroom & Blended Learning**
  Review learner reports before live-sessions, focus classroom time on individual's weaknesses and provide feedback

- **Resource Library & Reference Material**
  Access critical roleplaying topics populated by top performers from a mobile device or desktop computer

- **Speed to Proficiency**
  Onboard faster, reduce onboarding costs, and get new sellers productive in less time

- **Increase Sales**
  Continuously improve with ongoing access to content, practice and learn about product and process updates

- **The Learning Tool Employees Want to Use**
  Employees learn new skills faster because they never waste time learning how to use the platform

- **Scale and Automate Role-Playing**
  Scale role-play initiatives, allow employees to practice on their own and free up manager time

- **Identify Performance Gaps & Skill Levels**
  Quantify qualitative skills and see each team member's strengths and weaknesses

- **Learn from Experts & Managers**
  Enable knowledge sharing between subject matter experts and new hires

- **Minimize Turnover**
  Investments in professional development help employees stay more motivated and engaged

- **Improve Adoption**
  Pre-launch strategy ensures high levels of adoption and ongoing engagement

- **Decrease Travel & Logistical Costs**
  Managers can provide coaching and feedback without need to travel

RESULTS

Since its 2013 growth-spurt, MediaMath has grown to about 700 employees worldwide and continues to onboard between 20-40 new hires each month. All new hires participate in the revamped MediaMath onboarding program in Showpad. By the end of 2015, MediaMath will have department-specific curriculum for all departments as well, an initiative that's resulted from being able to see higher engagement rates through Showpad reporting and analytic data.

In addition to valuable data, Showpad continues to save administrative time while making sure that each new hire receives a thorough onboarding process. Employees are more engaged with training because it is more tailored to their role.

Showpad made the entire onboarding process more effective, while resulting in higher engagement and retention for new hires at MediaMath.