

# Case Study

## SALES ONBOARDING

# NetApp

Cloud data services and data management company **NetApp** understands that strong onboarding attracts people to an organization because they feel supported and set up for success from day one.

**NetApp** transformed its Fast Track onboarding experience to a six-week blended learning journey utilizing the **NovoEd** social and collaborative learning platform. Facilitators, program coordinators, and subject matter experts involved in the onboarding efforts are able to build out their content in one consolidated and convenient place, from pre-work assignments through session recordings. Sales managers are also able to oversee their new employees' performance directly in the platform, which offers a central hub for tracking learners, posting content, and managing resources.

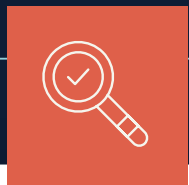
Learners harness functionalities such as in-platform video (starting with a 1-minute introduction video to get to know their peers and develop an immediate sense of belonging), direct messaging with their instructors and mentors, and a points-based rewards system that leverages gamification for learning for this competitive sector of the organization.

Since its implementation in 2020, NetApp's revitalized sales onboarding program has encompassed 12 Fast Track cohorts, 2 Fast Track cohorts for technical sales reps, and 728 learners.



The initiatives are delivering positive results for the organization with **key outcomes including**

For more than a decade, NetApp hosted **Fast Track**, its in-person, cohort-based onboarding program. This popular program—like so many learning and development opportunities—was upended by the pandemic.



### PROGRAM AT A GLANCE

- **Direct Messaging with Instructors/Mentors**
- **In-Platform video**
- **Gamification**  
(using a point-based system)
- **Cohort model**

### NEW PROGRAM RESULTS

**new hire performance goals met within six months** and a greater sense of belonging among new employees.