



Salesforce Trailhead

Service Innovation Profile



Service Innovation

Innovation is a critical attribute of industry leaders. Within the service industry innovation is not only imperative to achieve a leadership position it is fundamental to keeping pace with the ever-changing needs and expectations of customers, the business, and staff. Service leaders must constantly strive to find new ways to be better, faster, valued, cost-efficient, and adaptable.

Through the Service Innovation Series, ServiceXRG highlights examples of innovative approaches to achieve service excellence. Companies featured within the Service Innovation Series are selected by ServiceXRG and do not influence the observations and perspectives presented.

Featured Innovator: Salesforce

In this Service Innovation profile, we feature Salesforce Trailhead. Trailhead is a self-paced, online learning platform provided for free to anyone. The platform offers learning on a growing portfolio of Salesforce topics, as well as a variety of other non-Salesforce-specific skills individuals need to be successful in today's technology landscape.

Trailhead is designed to keep learners engaged by providing bite-sized learning modules and incentives to reward participants with points and badges.

Salesforce has taken the best concepts of self-paced learning and created a community of engaged and motivated professionals that want to invest their time to build technical and professional competencies. Most importantly Salesforce Trailhead has removed the daunting barriers to learning – cost, time, and perceived value.

For some companies walking away from training revenue would be unthinkable, yet this is a bold customer-success focused strategy with benefits to Salesforce, Salesforce professionals and anyone that wants to develop technical and professional skills.

Trailhead

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Learning Paths

The Salesforce Trailhead program offers self-paced learning paths or Trails to guide learners through a topic. Trails are broken into smaller modules with individual learning units, featuring practical application of skills and integrated assessments. Learners earn points and badges as they progress through the curriculum.

Learning paths covering a wide variety of topics including management, sales, marketing, soft skills, technical skills, and more. Learning paths are optimized for specific roles including developers, administrators, architects, analysts, business users, and other key business roles.

Learners can create and share their own custom learning paths, called trailmixes, with any mix of Trailhead learning content.

Credentials and Rewards

The progression through the learning paths creates opportunities for learners to display their proven skills on a public profile. Badges are awarded for the completion of short, self-paced tutorials that cover individual topics. Superbadges are awarded to learners that demonstrate hands-on proficiency with more complex Salesforce features and capabilities.

Recognition through badges is awarded based on the completion of assessments (quizzes) and practical application of knowledge (hands on projects). Learners can apply the skills developed through the Trailhead curriculum to earn Salesforce certification by taking one or more Salesforce certification exams.

Community

Trailhead is more than self-paced learning paths and certification. It is also a community of what Salesforce endearingly calls Trailblazers. As of this article, over 1.3 million learners have earned more than 13 million badges on Trailhead. The Trailblazer community allows this ecosystem of professionals to collaborate and share ideas online and at community-led events.

The collaborative community of Trailblazers equipped with badges, certifications, and the desire to continue learning forms a foundational element of a vibrant Salesforce ecosystem.

ServiceXRG's Innovation Perspective

Trailhead is designed to build competencies among Salesforce professionals and those looking to gain business and technical skills needed to thrive in today's workforce. These skills will certainly help companies use and apply the Salesforce platform more effectively, but Trailhead is more than a skills development Initiative.

Salesforce is developing an ecosystem with a well-trained workforce. In fact, Salesforce is actively recruiting new professionals to join the "Salesforce economy" by promoting professional opportunities and the potential for competitive salaries. Trailhead appeals to the existing IT professional community as well as future professionals through relationships with dozens of colleges and universities.

Customer Success

For all the industry discussion about developing customer success offerings, here is an example of building the ultimate customer success program. By making comprehensive, well curated learning accessible to everyone, for free, Salesforce has instituted the means to develop product knowledge and expertise to increase the likelihood that companies can be successful with the Salesforce platform.

The Trailhead approach to providing self-paced training is innovative in its design. The fact that it is free indicates that Salesforce's long-term strategy is to compete by making their products easier to apply and use successfully by creating an army of Salesforce experts.

For all these reasons ServiceXRG finds that Salesforce Trailhead provides an excellent example of an innovative service strategy that will lead to service delivery excellence.

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Since 2004, we have guided Service and CX leaders in their pursuit to optimize delivery strategies, deliver customer value, improve organizational effectiveness, adopt technology and automation, and maximize the role and impact of services.

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