



Brandon Hall Group  
**EXCELLENCE  
AT WORK**

# Executive Interview

with **Nick Eriksen**,  
Chief Technology Officer and Co-Founder,  
Eurekos

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The Customer Education Journey



## About Eureka

[Eureka](#) is a purpose-built LMS that rapidly onboards and continuously engages customers and partners. It includes an integrated suite of tools for certification, eCommerce, branded portals, mobile learning and rapid content. This makes it easy to deliver product training that retains more customers and transforms partners into advocates.



## Recognition

Eureka won a Bronze Award in the 2021 Brandon Hall Group HCM Excellence Awards.

### EXCELLENCE IN HCM AWARDS



Learning and Development

1 Bronze Award

## About Nick Eriksen

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**Nick Eriksen** is the Chief Technology Officer and Co-Founder at Eureka. He has designed online experiences and solutions for customer education, partner training and the entire extended enterprise.



## About Rachel Cooke

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**Rachel Cooke** is Brandon Hall Group's Chief Operating Officer and Principal HCM Analyst. She is responsible for business operations, including client and member advisory services, marketing design, annual awards programs, conferences and the company's project management functions. She also leads Advancing Women in the Workplace and Diversity, Equity and Inclusion initiatives, research and events. Rachel worked in the HCM research industry for 20+ years and held several key management and executive positions within the Talent and Learning Research, and Performance Improvement industries.

Q

**RACHEL**

What are the keys to success after onboarding customers and partners?

A

**NICK**

There are global companies that don't intend to sell their training. It's not a profit center, but it doesn't mean there's no market value. There can be certification involved. For example, particular products cannot be used unless you have certification because of safety issues. There can be various motivations for doing these trainings that have nothing to do with money, but the market value you're delivering directly impacts your ability to renew contracts. It impacts your brand value. It's about customer satisfaction.

A

**NICK**

People think that extended enterprise is just like internally driven employee training, but that's not the case. It's not just for enterprises with 10,000 or 100,000 employees; it could be a very small company of 50 people delivering specialized training for global clients in 200 countries in 50 different languages. You need to be able to serve them with eCommerce, organizational support with analytics and prove that you're giving them the value they're investing in. Extended enterprise is about complexity in a number of different areas to support business requirements. It's not about the size of the company.

Q

**RACHEL**

How do you encourage advanced training and certification for customers and partners?

Q

**RACHEL**

How do you retain customers and expand product usage and upselling?

A

**NICK**

There could be hundreds of thousands of people at the other end who need training. When your customer success management team can't get in contact with every nurse, specialist or safety operator at the other end, that's when it's time to consider extended enterprise training. If you do this right, you can scale your business.

Q

**RACHEL**

How do you encourage advanced training and certification for customers and partners?

A

**NICK**

When you start on a journey like this, you evolve. Maybe you are starting at a certain point where you just need to set a few KPIs.

Then you can become more adventurous when you start to connect it to other things in the business. Employees need to have a sense of the quality you are delivering. Any kind of mistake you make here, including security considerations, can have a swift and hard impact. There's also the seller, partner and distributor relationship. When you're creating content, your expectations for your engagement level should be high. Also, the quality of the content that you're creating needs to reflect different departments. It's marketing, sales and customer success management.

Take an internal situation where you've got HR, Compliance and different cross-functional combinations. Sometimes the data you need to prove the outcomes is not necessarily from one system. Depending on what it is, it could be related to things you're doing in your CIM (confidential information memorandum) or your ticket system that you need to correlate data from.

For example, you're doing something like a Net Promoter Score on a company level. When you have training in your products and services,

there can be all sorts of learning journeys you're providing to give the best quality, training and support to your clients. Then you can look at transactional NPS. You will be able to look at customer satisfaction scores at a much more granular level because you have your clients, sellers and distributors onboarded. Now you'll be able to measure specific products and services, and how they're received. You can compare high-performing parts of your organization and see how specific resellers and partners have been trained, what those impacts are and how they impact KPIs such as financial or NPS.

Q

**RACHEL**

What should you look for in a learning system that supports external training?

A

**NICK**

You can have assets that are super easy to update across a localized platform. You can add automatic translations and subtitling of your videos. But you can only do this if you've got an authoring system inside. You will be able to take control of that and use AI to help you. Having the assets and the ability to edit them and single source them makes it possible to go across the globe, update a single asset instantly and send it to 70 different places. Why is that important? Because you have specific markets with specific products and services.

*(continued)*

If you're a manufacturer that's been slowly acquiring different companies and all their products are not everywhere, this enables you to get just-in-time production into the markets that you are dealing with and with all kinds of specific updates. If you are looking at trends, AI is getting bigger and bigger, but it doesn't know your products the way that you do. There's a quality issue here that can be solved with adaptive learning and based on personas that you can control. This means you would be able to ask the right questions at the right point in time. It's not just a new piece of learning, but this is the time when you need to get in contact with a sales employee, support team or instructor. You need to break the barriers of this super simple, self-paced, 1-2-3-4 learning but instead, engage with your organization through adaptive learning. Also, analytics is getting more and more important. You can prove these things beyond simple certification processes. You need to put in the right kind of technical elements to pull this out. Interoperability to pull data is super important. You need to have a very strong API.

E-commerce can sometimes be profitable but not always. There are different models for this. There are multi-currencies and a lot of other things you need to deal with. You can use virtual credits instead of money because your marketing team needs to be able to give something and provide something, even in negotiations with products. There are so many aspects of the extended enterprise that you need to do. One thing that may surprise people is that cybersecurity is more important than ever. It's something that you need to consider upfront. You need to make sure you're working with a technology provider

that has made intensive investments in ISO certifications and data privacy. Companies are getting more and more demanding here, and there's a good reason for it. This is a business barrier. You must be able to protect your client's data appropriately, as it's a business requirement that equals any other functionality. It's even a bigger issue when it involves manufacturing plants.

Q

**RACHEL**

How do you train new customers and others who need training after onboarding?

A

**NICK**

There are certain things AI is fantastic at, such as putting together questions with increasing difficulty. But it's much more complicated than that. Human intelligence needs to be part of the persona you are creating, and you need to be able to reach people. When we're talking about scale, we're not talking about putting yourself out of business because you don't want to have contact with your clients. They need to be able to get in touch with you for most cases and products. You need to engage this in the appropriate moment and define and control it yourself.

Q

**RACHEL**

How do you build a customer community to share best practices?

A

**NICK**

You need to be able to define the KPIs so you can deliver data on it and prove what it is that you're doing.

A

**NICK**

You need a partner. You're not buying a piece of technology that just plugs into everything you have — your business models, processes and so on. Once you start to want a little bit more than your first iteration, then you need to adjust something. You need to have a partner who can work with you to support those business models. You will need to change, develop and integrate your products for your markets. It requires adaption. It's specialized, but it's your business model and this thing that defines you as a manufacturer or a professional training company or whatever it is that you're delivering. This is always unique. Whatever it is that you're using as a technology, you need to be able to partner with someone who can do this for you and with you. This is very important because nothing clicks a hundred percent right away; it just doesn't work that way.

Q

**RACHEL**

Any other advice?

Here are some ways to listen to the interview on Brandon Hall Group's Excellence at Work Podcast:



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EXCELLENCE  
AT WORK**

# About Brandon Hall Group

With more than 10,000 clients globally and 30 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

## Professional Certifications

Self-paced certification programs. Virtual group sessions for companies. In-person conferences and summits.

## Excellence Awards

Two annual programs recognize the best organizations that have successfully deployed programs to achieve measurable results.

## Membership

Individual and Enterprise Membership Options: Includes research assets, advisory support, a client success plan and more.

## Advisory Offerings

Custom Research Projects, including surveys, focus group interviews and Organization Needs Assessment for Transformation, Technology Selection and Strategy.

SOME WAYS WE CAN HELP

### ORGANIZATIONAL EXCELLENCE CERTIFICATION PROGRAM

recognizes world-class HCM programs that transform their organization and achieve breakthrough results. This designation is the next step beyond the HCM Excellence Awards, which focus on a single program, and looks at the department as a whole.

### SMARTCHOICE® PREFERRED PROVIDER PROGRAM

uniquely places HCM service and technology companies at the top of organizations' consideration list of vendors. It adds an unmatched level of credibility based on BHG's twenty-eight-plus years of experience in evaluating and selecting the best solution providers for leading organizations around the world.