

empowerED25

Scaling a Self-Service Customer Education Program

From Concept to Impact

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empowerED25



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Concept to Impact

Enverus Certificate Program



Associates

Available On-Demand

For those new to the industry who need to understand the energy landscape and learn the platform basics.

Contact your account team to learn more!



Specialist

Available On-Demand and in-person

For industry professionals looking to broaden their skill set with intermediate analytics.

Contact your account team to learn more!



Professional

Available in-person only

For professionals looking to validate advanced platform knowledge using complex workflows across the enterprise.

Contact your account team to learn more!



Application Expert

Coming soon!





2%

Revenue comes from certificate site commerce



Self-Service “Learning Sites”

Revenue-generating, customized, and secure websites for our clients that contain a vast library of custom learning materials, courses, and training.

**Does your CE department
currently generate
revenue?**





Business Case Overview

Evaluation Period



- **27** client leaders and **decision makers**
- **12** Enverus team/trainers
- Uniquely demo **15** products
- **2 months** to secure contract

Implementation Process



- Onboard **1400 users**
- **7 time zones**, 3 countries, 2 languages
- **3 months** to uniquely onboard by team/product

Growth & Scale



- Onboard, **adopt, train**, support, engage
- **5 year** total **contract**
- Accommodate **KPI** changes
- Potential to add **45k users**

Platform Requirements



- Seamless **integration**
- **Single** point of entry
- SSO and **security**
- Project **reporting** & admin
- Voice of the **customer**



LMS Design “CheckList”



Backend

- “One click” unique instances = panoramas
- CSS/HTML Page Design
- SSO Configuration
- Content Provisioning via Tags
- Admin Management & Reporting



Front End

- Client Branding
- Custom/Proprietary Content
- Voice of the Customer
- Unique UI/UX
- Enterprise Certificate Program



Designing the Learner Experience



Design

- Custom Filtering
- Custom Pages
- New Widgets: Calendar, CTA
- Reports & Metrics



Content

- Enverus Content
- Tailored Onboardings
- Custom Trainings
- Client-provided Guides



Certificates

- On-Demand
- Live Tailored
- Custom Enterprise
- Program Testing



GREAT SCOTT!

IT JUST MIGHT WORK


quickmeme.com



Small Changes with Powerful Impact

ENVERUS | Customer Education Center

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Welcome to your Cedma Enverus Learning Site


Find onboarding, training resources, team videos and workbooks, and certificate programs for your Enverus solutions.


Need additional support? Find answers quickly through our Help Center.


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Register for Office Hours! Onsite instruction with your dedicated account team [Calendar](#) ★


Find Onboarding & Training Resources by Team ★


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 IT&S →


 Geologists →

 Reservoir Engineering →

 Drilling & Completions →

 Production →

 Low Carbon →

 Midstream →

Success.



Our Concept Design Framework



Empathize

Understand
Customer Needs



Define

Frame Their
Problem



Ideate

Generate Ideas
& Solutions



Design

Build Fast &
Iterate



Test

Validate &
Improve



**Who are your biggest CE champions
within your organization?**



Who are your biggest Customer Education champions in your organization?

Customer Success?

0%

Sales

0%

Marketing

0%

Support

0%

Product

0%

Other

0%



A woman with blonde hair, wearing a grey textured jacket over a white shirt and a large, ornate brooch, is seated at a table. She has a serious expression. The image is framed by a purple border and decorated with several colorful, stylized fireworks in shades of blue, green, yellow, orange, and pink. The text "ONE MUST CHAMPION ONESELF AND SAY, 'I AM READY FOR THIS!'" is overlaid at the bottom in a bold, white, sans-serif font.

**ONE MUST CHAMPION ONESELF
AND SAY, "I AM READY FOR THIS!"**





Customer Education Products = \$\$

Program is the total deliverable under the CE umbrella
Products are revenue generating SKUs

Customer Education Program & Products



	Customer Education Center	Enverus Learning Site
Enverus Certifications*	✓	✓
Live Training Webinar Series	✓	✓
On-Demand Educational Resources	✓	✓
Customized Learning Domain		✓
Co-Branding Experience		✓
Enverus Communication and Engagement Calendar		✓
Distinctive Certification Courses and Additional Educational Content		✓
Community for Learning Collaboration		✓




Own Our Product Marketing

ENVERUS

Solutions ▾CustomersResources ▾Support**Learning**Careers ▾LoginStore[Get Started](#)

Q



Learning Sites

Custom company learning sites delivering a unique educational and professional development experience

Learning & Development

[Learn more →](#)

Certifications

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Training Webinars

[Learn more →](#)

Enverus Learning Sites

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Enverus Learning Sites

Energy changes fast and the skills needed in the industry have changed too. Enverus custom Learning Sites provide employees with the skills and knowledge that empower your business to compete in the industry today. Each site provides a dedicated experience for employees to show professional growth and development opportunities.

What to Expect

Private Dedicated Learning Site

Work within your own customized learning domain built for direct access into your organization's unique educational and professional development environment.

Customized Educational Materials

Receive additional curated educational and developmental material aligned with your enterprise.

Community

Collaborate with your peers to share your insights and enhance your learning experiences through a dedicated community within your learning domain.

Own Our Sales Marketing

Learning Sites*

Custom, Co-Branded
Education Centers

Partner with your Enverus team to create a unique co-branded experience for your enterprise, including custom design, features and functionality within a unique URL.

Tailored Enterprise Credentials
& Certificates



Take our Credentials and Certificate program to the next level by partnering with your Enverus team to tailor our existing curriculum to fit your use case, whether by asset team, role or unique workflow, we work with you to create enterprise-specific curriculum.

Bespoke Onboarding
& Training Content

Work with our team of experts to create unique learning paths to efficiently and uniformly onboard new team members, learn specific solutions across roles or understand a unique subject matter.

Central Team Training Content Center

Break down siloed trainings and capture learnings, best practices and templates across the organization through a centralized repository of Enverus trainings, including all content readily available through the Customer Education Center, bespoke training content, live Customer Success recordings, templates and tailored credentials.

Engagement Calendar

Provide full transparency to your organization by consolidating all office hours, live training engagements, webinars, roadshows and events so your team can take advantage of all training opportunities.

**Credentials & Certificates and Learning Sites are an add-on service. Please contact your sales representative for more information.*

Interested in learning more about how to integrate with Enverus Learning Sites?


Contact us by email learningdevelopment@enverus.com or contact your sales representative.



Own Our Bundled SKUs & Revenue Reporting

Env Learning_Net New C/W,C/L opp 

As of 3/10/25 at 10:00 AM · Viewing as Jessica Pair · Report subscription started by Jessica Pair

OPEN IN SALESFORCE 

Details

Filters

All opportunitiesClose Date: Today1 AND 2 AND 3 AND 4Stage equals 09 - Closed/Won,10 - Closed/LostOpportunity Name does not contain TESTProduct Name does not contain configProduct 18-ID equals 0114T000001k3rRQAQ,0114T000001k3rSQAQ

Summary

Total Records Total Quantity Total Total Price Total Quote Line ARR (converted) Total First Year Recurring Value (converted)

0 0 USD 0.00 USD 0.00 USD 0.00

Account Name*	Type*	Account Tier	Account Owner	Opportunity Name	Opportunity Owner	Stage	Primary Quote	Close Date	Product Name	Revenue Type*	Segment Label	Start Date	End Date	Quantity Sum	Sales Price	Total Price Sum	Quote Line ARR (converted) Sum	First Year Recurring Value (converted) Sum	First Year ARR (converted) Sum	Opportunity Record Type	Revenue Type (Formula)	Product Code	Opportunity ID	A
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Scalable Subscription Considerations



Revenue



Industry



Value Drivers



Platform Reqs



Contract Terms



How does your CE department measure impact?



How does your organization define impact? Type as many responses as you'd like!

Nobody has responded yet.

Hang tight! Responses are coming in.



Scaling Impact Metrics



Customer

Total Visits/Time
Spent

Content Views

Content Starts

Completions



Learning Site

Onboarded
Certificates

Customer
Stories/NPS

Support Tickets



Account Health

Customer KPIs

ENV Platform
Usage

Engagement



Renewal

Sales Support

Opportunity

Contract

Retention
Dollars

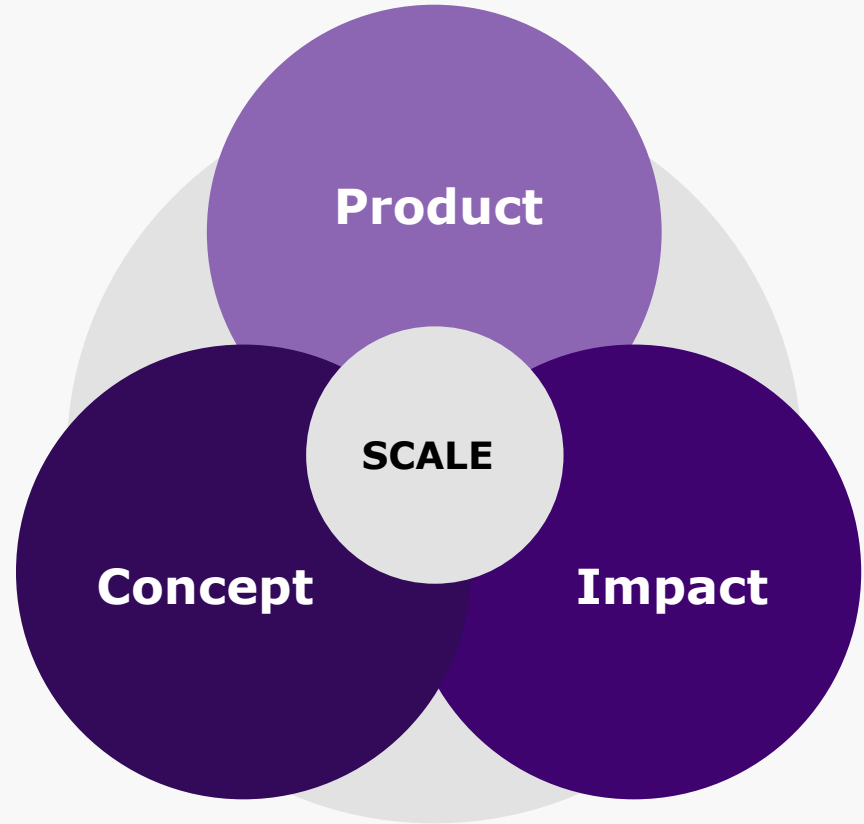


Where We are Today

 **11 Learning Sites**

 **4k+ Yearly Active Users**

 **280 Custom Content**







98%

Revenue from Learning Sites

empowerED25

Thank You!

members.cedma.org

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