



CBCL Limited Sees Positive Return on ProductivityNOW Investment in Just Seven Weeks

CBCL Limited is a leading multidisciplinary engineering and environmental consulting firm in Atlantic Canada serving industrial, water and wastewater, buildings, infrastructure, and earth and environment companies. Its mission is to provide “world-class services that are valued by our clients, contribute to our mutual success, and positively impact the environment and communities we serve.”

To help them achieve that mission, CBCL strives to create a work environment in which top professionals can build on their individual and collaborative strengths to develop solutions that address their customers’ current and future needs.



Keeping Employees Current on Technology Advancements

“We have hundreds of design professionals that use different Autodesk design tools, including AutoCAD, Revit, Plant 3D, Civil 3D, and Navisworks,” said Murray Clack, CAD Systems Coordinator, CBCL. “They are always looking to push the envelope for our customers, to innovate and rise to new design challenges. The number of different tools, the fast pace of technology advancements, and our large number of complex projects meant that we needed to find an efficient way to give them the training they needed. IMAGINiT’s ProductivityNOW and KnowledgeSmart Assessment Services were the answer.”

ProductivityNOW is IMAGINiT’s elearning and support platform that provides access to self-paced learning content on Autodesk software products, including thousands of online training demonstrations, white papers, and other resources, as well as access to IMAGINiT’s experienced support team via phone, email, or chat.

To help employees focus their valuable time on their individual knowledge gaps, CBCL engaged IMAGINiT for KnowledgeSmart Assessment Services. By allowing each individual to check their skills on the Autodesk software tools they use, each could establish custom training paths to fill those gaps without spending time unnecessarily on lessons they didn’t need.

“The knowledge assessments are like express lanes,” said Murray. “They help people get where they need to be faster.”

For example, CBCL works with a number of engineering and technical institutions with their respective work placement programs. They employ students during the summer to give them experience working in a real-world environment. CBCL assigned the KnowledgeSmart Assessment Services and ProductivityNOW to each student, enabling them to get up to speed quicker and feel more confident about their skills.

The combination of ProductivityNOW and KnowledgeSmart Assessment Services were ideal for CBCL because:

- They have hundreds of design professionals that use several different Autodesk design tools
- Their engineers have varying levels of skills in the software they use
- Online courses and training material for hundreds of employees are more cost-effective than in-person training
- ProductivityNOW has content appropriate for people of all skill levels
- Managers can track employee progress to ensure the company is getting the expected ROI
- By investing in employees, CBCL increases employee retention and customer satisfaction
- They can use the KnowledgeSmart Assessment results to demonstrate expertise in proposals
- Managers can compare skills against industry standards to help maintain a competitive edge



Investment Paid for Itself in Seven Weeks

"One concern about self-paced learning is that employees won't take advantage of it," said Murray. "That wasn't the case with our employees at all. Within just a two-month period, they had taken enough classes to completely refund the annual investment. To date, they have exceeded 425 courses which, if taken through traditional training methods, would have been impossible to fund due the budget required."

Here is a comment about the online training available through ProductivityNOW made by Ryan Taylor, recently hired to the CBCL Mechanical team:

"I came to CBCL with no CAD skills, and PNOW was great at making me competent quickly. In 2-3 weeks, I finished the Fundamentals and Advanced sections and was partway through 3D. Once I started doing CAD work in my role, I was confident that I knew how to be effective."

When discussing the tangible changes resulting from the improved skills of the team members, Murray said, "As the so called 'go-to CAD guy' in our company, I have noticed a reduction in calls for help from users trying to navigate particular CAD functions. They have also taken advantage of the technical support offered with ProductivityNOW and have been able to solve 'never seen that before' type of problems. It has made my life easier with regard trying to find answers for software products that I don't necessarily use."

Murray continued, "Our team is now well-versed in the capabilities of ProductivityNOW. And now that individuals work from home and can't easily ask coworkers for help, this knowledge is more important than ever. They are able to quickly find answers to workflow questions and take more control of their professional development."

Contact us for more information on how IMAGINiT's training programs can boost your team's productivity, increase your return on investment in Autodesk software, and increase employee and customer satisfaction.

Solutions Beyond Software

IMAGINiT Technologies, a division of Rand Worldwide, helps architects and engineers become more proficient in the use of 3D technologies to design, develop and manage complex engineering projects faster and more cost-effectively.