



System Changes Require New Approach to Knowledge Creation

OVERVIEW

Challenges

- Splintered and disconnected knowledgebase
- Implementing a new corporate-wide process system
- Difficulty quickly finding the right information in SharePoint
- Keeping content from multiple authors current and updated

Benefits

- Achieving consistency of content and information across departments
- Faster system-wide deployment of processes
- Increased employee productivity
- Reduced risk of non-compliance errors

Moving Content from the Past to the Future

GM Financial is the wholly owned captive finance subsidiary of General Motors, and is headquartered in Fort Worth, Texas. The company is a global provider of auto finance solutions, with operations in the U.S., Canada, China, Europe and Latin America.

GM Financial was facing a huge challenge: Implementing a new corporate system that would change policies and procedures across the enterprise. Virtually every department from customer service to call centers to the entire dealership network would be affected. IT needed to drive the changes through frontend and backend operations. Finding a way to get current and new content ready for the changeover was a daunting task; one that the current knowledge systems could not meet.

The GM team evaluated a number of options and found that Panviva quickly rose to the top of the list because of the centralized data repository and speed of data access.

“We are a large company and we were changing the way everyone works. We had to provide help for them (to make the change),” explained Heather Morrow, Enterprise System Specialist II, GM Financial.

Panviva was chosen to be the online help resource for the new system. The biggest change that GM Financial has experienced since implementing Panviva has been consolidating information from a number of disconnected knowledge bases into one central repository.

“Before Panviva we had information everywhere. It was all very fragmented and difficult to find information. SharePoint would bring back thousands of results (for a query), Panviva puts all the knowledge in one place and gives us access to information quickly. It is easy for end users to find exactly what they need when they need it,” Morrow added.



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“We chose Panviva to move our content into the future and away from our fragmented past.”

- Heather Morrow, Enterprise System Specialist II, GM Financial

The Content Creation Tool Authors Love to Use

The GM Financial process changes with Panviva centered on a complete content overhaul beginning with a pilot in December 2015 using a small amount of content. That was followed by working with the Panviva support to train GM's content authors on the new tool.

GM has seen immediate results in content development process because of the ease of use and feature-rich content environment Panviva offers.

"We love the way it drives a consistent set up. Everything has a similar feel. Panviva makes creating the content easy for the authors, trainers and content designers. This tool guides them to get what they need and nothing more," Morrow explained.

A big advantage is the way Panviva drives consistency throughout the content creation process.

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"Driving consistency is a big deal for us. Panviva simplifies the authoring process. Our content authors love how easy it is to use. They are excited to work with it,"

- Heather Morrow, Enterprise System Specialist II,

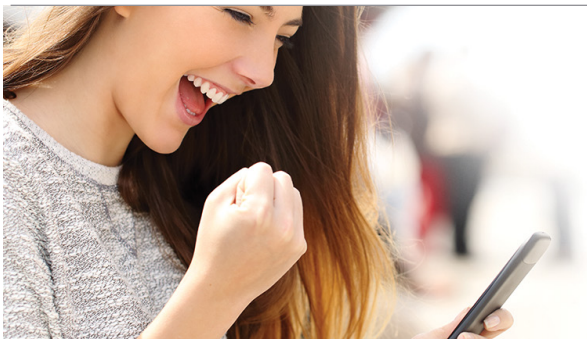
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