Executive Summary

This Needs Assessment takes a systematic approach to better identify, understand and prioritize the needs of the Cradlepoint customers.

Purpose

Enterprise learning is conducting a customer needs assessment to understand customers better and provide helpful assets and features in CPU. Enterprise Learning has identified an opportunity to learn more about customer needs so Cradlepoint can enable customers through CPU. To address this need effectively, Enterprise Learning is performing a rapid Customer Needs Assessment to follow up with appropriate customer enablement solutions.

Target Audience

Cradlepoint customers are the target audience for this needs assessment. One of the goals of this assessment is to get a better understanding and a specific definition of who the customer is. These questions will be asked:

- What Is the definition of a Cradlepoint customer?
- How do they use the Cradlepoint portfolio?
- How do they interact with Cradlepoint?

Primary Assessment Questions

- What are common questions that new customers ask when they start working with Cradlepoint?
- How can CPU help customers work better with Cradlepoint?
- What Is already available to customers in CPU?

Process

Both quantitative and qualitative data collection methods will be employed for this needs assessment. Data collection tools used during this assessment included:

Data Source	Description of Data Collection Method
Interviews	**I interviewed stakeholders and SMEs - Cradlepoint employees who have regular contact with customers or managed customer-facing teams.** Questions sought to gain an initial understanding of Cradlepoint customers and their needs. While the interviews were open-ended, I did ask several specific questions. The questions were:

	• How do you interact with customers? • How do you define customers? • What do you see as some of the customers' main challenges? • Can you identify key internal (employees) and/or external (customer) SMEs who would be willing to provide insight? • How involved do you want to be in this project? • Would you like to provide insight?
Customer Survey	Surveys based on the information obtained in the interviews were distributed to customers and Cradlepoint employees who regularly work with customers. Questions were aimed at gaining a better understanding of customers themselves, customer onboarding, and what CPU can better enable them.
Employee Survey	Surveys based on the information obtained in the interviews were distributed to employees who have regular contact with customers. Questions will be aimed at getting a better understand how customer are using Cradlepoint and what CPU can do to better enable them.
Other Sources of Data	Other sources of data included Pendo, CPU and Customer Nurture reports.

Results & Key Findings

Interviews

I conducted exploratory interviews with over 15 stakeholders and subject matter experts. While the interviews were open-ended and encouraged free sharing, I did use some guiding questions to help stay focused and gather relevant data. Stakeholders and SMEs made it clear that there were several questions that needed to be answered:

- **Who are our customers?** Where are they located, what environment do they work in, what are their roles, and how are they using Cradlepoint?
- **What does customer onboarding look like?** How are customers being onboarded? Is it helping them understand how to use our solutions? Are Cradlepoint employees aware of and engaging customers in onboarding?
- **What do customers want to learn?** What topics are customers interested in? What topics would help customers work better with Cradlepoint?
- **What are the barriers customers experience in learning?** What is keeping customers from consuming learning assets? What are some barriers to using Cradlepoint solutions fully?
- **How would customers like the information delivered?** How do customers learn best? What delivery method(s) is(are) most

effective with learners?

Surveys

Gaining customer participation turned out to be a challenge. Surveys were distributed through employees, September newsletter, CPU booth at Unwired. I sent reminder emails and extended the survey by a week but still only received 43 responses. The challenge with participation was data in itself, suggesting that future data collection attempts should provide some extra incentive. Still, 43 responses were enough to identify some general themes and get a better understanding of customers.

The employee survey was through email, with an initial email, reminder email, and email extending the survey a week. Ultimately 53 employees participated.

Other Data

I was able to gather bits of data through CPU, Pendo, and reports from the Customer Nurture campaign.

Overall

Results

Themes	Findings	Recommendations
Customer Definition Based on Respondents	Because only a small sample of Cradlepoint customers responded to the requests in the Need Assessment, I was only able to draw a general outline of the customers. Most of the survey respondents were based in the US, but Cradlepoint customers are international. Most of the respondents were also established and worked in either office or mobile environments. Customers spanned a wide range of job roles, from network engineers to support managers. Most customers used Cradlepoint devices for mobile services, Wireless WAN, and Branch.	Try to get a better range of customers, preferably more international and just more
Onboarding	There was a wide range of awareness about Cradlepoint customer onboarding. The largest majority said that they receive onboarding through CPU, NetCloud itself, and live training from instructors and their own Cradlepoint representatives. It's notable that the largest percentage of customers said that they consume their NetCloud training through CPU, but the largest percentage	This seems like somewhat of an easy fix. Most consistent messaging and less silos, a standard way of onboarding

	of employees said they think their customers consume NetCloud training through Instructor-led training. It should also be noted that a large percentage of employees say they rarely or never engage customer success in their customer onboarding .	
Topics	Between the interviews and surveys, many topics were suggested, most of which CPU already provides. Some topics included security, running NetCloud reports, setting up and managing groups in NetCloud manager, a "Getting Started" course, training. setup, troubleshooting, and best practices.	CPU has content for all topics requested by the customers. The challenge will be to make them more visible to customers
Barriers	The biggest barriers to onboarding and CPU include a lack of time, trouble navigating the interface, not knowing which courses to take, lack of awareness of resources available to them. Almost all customers were aware of CPU but didn't seem to know how it applied to them.	Changes can be made to the interface to make CPU more adaptable to the customer.
Modalities	It's clear that customers want more step-by-step job aids, certifications, and specializations. Customers want new content to be delivered through videos most of all. They also want training content delivered through interactive training and Cradlebytes. Customers also expressed a desire for an online collaboration community.	• Make more step-by-step videos available to customers • Make the microlearning support library available to customers