Company Videos

Scenario

ABC Suites (Pty) Ltd

The only thing worse than training your employees and having them leave is not training them and having them stay. — Henry Ford, Founder, Ford Motor Company

The Challenge:



At ABC Suites, the R&D team was constantly innovating—rolling out new products and updates that Sales needed to understand quickly and confidently. But with busy schedules, client meetings, and frequent travel, the Sales team struggled to attend live training sessions. The training department needed a solution that was flexible, accessible, and tailored to the pace of each individual.

CEO Candy Wrapper and HR Director Molly Coddle wanted to ensure that learning didn't get lost in the shuffle. They needed a way to deliver high-quality training that respected staff time, supported self-paced learning, and reinforced understanding without adding pressure.

How ABC Suites uses epic:

Epic's **Company Videos** feature gave ABC Suites the perfect platform to deliver training and internal communications with impact and ease.



Training teams began uploading short, customised videos directly to Epic—covering product launches, internal processes, and onboarding essentials. Staff could watch these videos anytime, anywhere, on desktop or mobile. To reinforce learning, Epic integrated a built-in quiz generator (powered by Epic Co-Pilot), allowing teams to assess understanding immediately after viewing.

Sales reps like Justin could log in during a gap between meetings, watch the latest product video, and complete a quick quiz to confirm their grasp of key features. The result? Higher adoption rates, improved product knowledge,

and a noticeable uplift in sales performance.

Beyond training, ABC Suites began using Company Videos for leadership messages, culture-building clips, and onboarding welcomes—turning the feature into a dynamic communication channel.

> ***"From missed sessions to meaningful learning—Epic's Company Videos feature helped ABC Suites deliver knowledge with flexibility, clarity, and impact."***