

ARTESIAN SUPERUSER PATHWAY

Fully integrate Artesian into your team’s workday with ongoing learning opportunities that build on their base knowledge. The Supersuser Pathway is designed to help users to fully utilise their Artesian profile, align to their customer’s world whilst maximising your investment value.

STRUCTURE OF THE PROGRAMME

>> 6 MONTH PROGRAMME

The Superuser Pathway is an advanced training programme that takes users from Apprentice level to Superuser level with a series of online, self-paced courses over a period of 6 months:

- Introduction to Artesian - 3 hour onsite workshop
- Superuser Pathway - 6 online courses to complete

>> CLIMB LEVELS, EARNING BADGES, POINTS AND HOURS

There are 4 levels to complete. Each with courses to undertake, awarding badges, points and hours.

>> BE PART OF THE SUPERUSER CLUB

On completion of the pathway, automatic entry into the exclusive Superuser Club.

WHY BECOME A SUPERUSER?

INVITATION ONLY EVENTS

Invitation to Superuser events, including social meet ups, product updates, roadmaps and masterclasses



MASTERCLASS SERIES

Invitation to exclusive webinars and online content, focus on advanced features and tips



MONTHLY NEWSLETTER

Receive a monthly newsletter full of tips, testimonials and upcoming training options



PRE-RELEASE WEBINARS

Be the first to see new features with invitation to webinars



BENEFITS FOR TEAM LEADERS

- Know that your teams are maximising the insights they receive, minimising risk in their portfolios and getting the most from their Artesian profiles by completing the Superuser Pathway
- Allow individuals to accrue hours towards their professional development and CPD accreditation
- Improve user adoption rates and ensure ongoing value and ROI from the service

SUPERUSER PATHWAY

LEVELS OF ATTAINMENT

Each course builds on the knowledge of the previous one as users work their way through the pathway and become an Artesian certified Superuser.



The basics of search, prospecting and setting up your service to track every customer and prospect along with key industry sectors inside your CRM, on mobile or via your desktop.

CLASSROOM

200 points – 3 hours
Introduction to Artesian



Continue to customise your profile, aligning it to your role – get comfortable with triggers and personalising your communications to hold meaningful engagements and build relationships with customers and prospects.

ONLINE

550 points – 2 hours
Customise your Profile
Maximise Engagements
Using Triggers



Boost your eminence internally and externally – get noticed for the right reasons and create reasons why people would want to meet you. Discover smarter ways to use filters to build your ideal prospecting list.

ONLINE

950 points – 2 hours
Advanced Sharing
Advanced Prospecting



Using social media effectively (LinkedIn and Twitter), tap into the most advanced Artesian features and make technology work for you while you sleep.

ONLINE

1550 points – 3 hours
Social Media: Our Top Tips
Superuser Masterclass