SALESFORCE TRAILHEAD

A VALOIR REPORT

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Salesforce Trailhead, Salesforce's free online learning platform, provides users with self-paced, gamified education. Since its launch in 2014, Trailhead has provided training to more than 6 million learners, enabling them to grow their technology, business, and soft skills; transform and grow their careers; and deliver more business value with the Salesforce platform. To better understand Trailhead's impact, Valoir surveyed Trailhead users and found that the platform drove engagement and benefit for users of all Salesforce skill levels, and that it is the number one go-to resource for Salesforce knowledge for 9 out of 10 Trailhead users.

As the breadth and depth of Salesforce's capabilities grows, so does the need for trained individuals to support its development, deployment, and optimization. Trailhead, Salesforce's gamified online learning platform, is designed to support learning and certification preparation. To better understand the current usage of and benefits from Trailhead, Valoir surveyed more than 1,000 Trailhead users around the world. Key findings included:
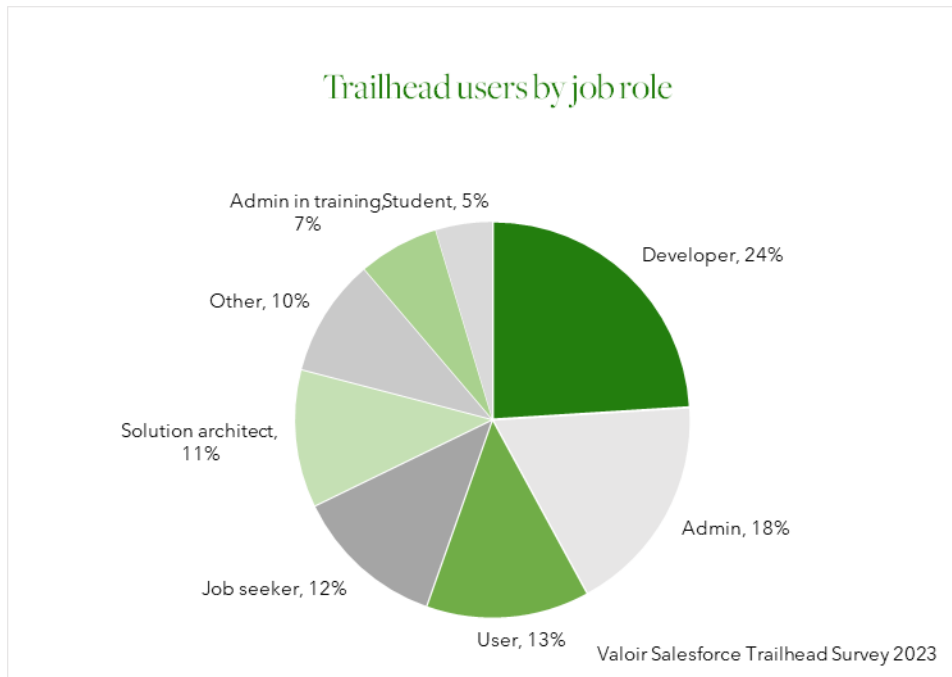
- Trailhead is a global resource. Survey respondents represented 76 different countries and ranged in age from 18 to more than 75 years old. Women made up 46 percent of respondents; 55 percent self-identified as non-white.
- Trailhead is helping individual users transform and grow their careers:
    - More than 80 percent of users said Trailhead supported their career development.
    - More than 70 percent of users said the skills they learned on Trailhead had helped them to get a promotion or a raise.
    - More than 40 percent of users said it has helped them make a career change.
- Trailhead is helping organizations gain more value from their Salesforce investment:
    - Thirty-eight percent of users said Trailhead taught them how to optimize Salesforce for their organization.
    - Forty-one percent said it helped them to increase Salesforce user productivity.
    - Forty-two percent said Trailhead helped their company onboard new hires more quickly.
    - Users estimated that skills learned on Trailhead enabled them to identify opportunities to increase their company's efficiency by an average of 17 percent.

More than 40 percent of Trailhead users said it has helped them to make a career change; more than 70 percent said the skills they learned on Trailhead had helped them to get a promotion or a raise.

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Trailhead users

The average user has been using Trailhead for 17 months and spends an average of 6 hours a week on Trailhead. Trailhead users are primarily developers, administrators (and administrators in training), Salesforce users, students, and job seekers.

Trailhead users by job role

Admin in training, 7%
Student, 5%
Developer, 24%
Other, 10%
Solution architect, 11%
Admin, 18%
Job seeker, 12%
User, 13%

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Trailhead is used both by Salesforce customers and implementation partners at organizations of all sizes across all industries. Trailhead ranks gamify Trailhead even more and show users where they are on their Trailhead learning progress, and the majority of survey respondents were ranked at Ranger or above, meaning they have significant Salesforce knowledge and expertise.

Trailhead as a resource

Valoir found that Trailhead is the first resource most survey respondents go to to learn a new skill, and they find it easy for them to learn the skills they need on Trailhead. Users said:
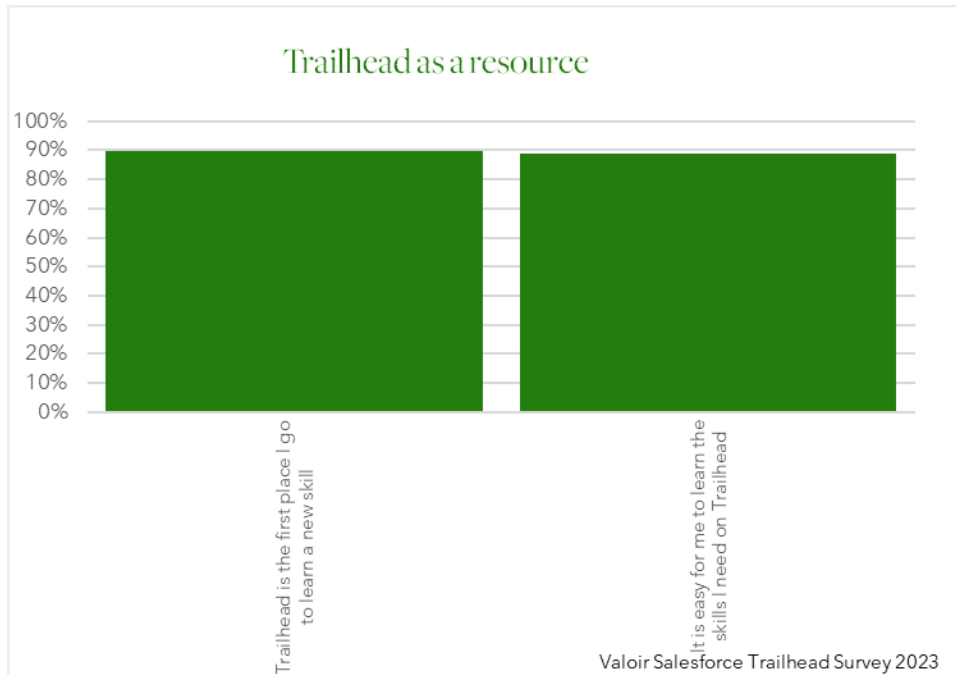
> As a consultant I come across many implementations using a varied matrix of clouds. Trailhead has helped me understand the capabilities of each cloud and how to best design solutions. It has also helped me massively in preparing for certification exams.

> Trailhead helps me continuously learn and stay up to date on releases.

Thirty-eight percent of users said Trailhead has taught them how to optimize Salesforce for their organization.

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Trailhead helps by solving specific challenges, learning new techniques and approaches and highlighting new features and functionality to explore.

Trailhead as a resource

Trailhead is the first place I go to learn a new skill

It is easy for me to learn the skills I need on Trailhead

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Trailhead's hands-on exercises and challenges provide practical experience, reinforcing the theoretical knowledge gained through the modules. By actively applying Salesforce features in a simulated environment, learners can develop a deeper understanding of how to use the platform effectively. This reinforcement of practical skills can improve job performance and productivity.

Trailhead was particularly valuable for users seeking to learn skills in emerging clouds and technologies, such as industry clouds and artificial intelligence (AI). Users said:

I have explored about Einstein and bots a lot [on Trailhead]. It helped me to provide the best product to my customer.

Trailhead's speed of innovation means having new modules every month which helps me to be on top of new features.

If we want to learn the most cutting-edge technologies of today, artificial intelligence, IoT, we can learn at Trailhead.

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Most common skills gained through Trailhead

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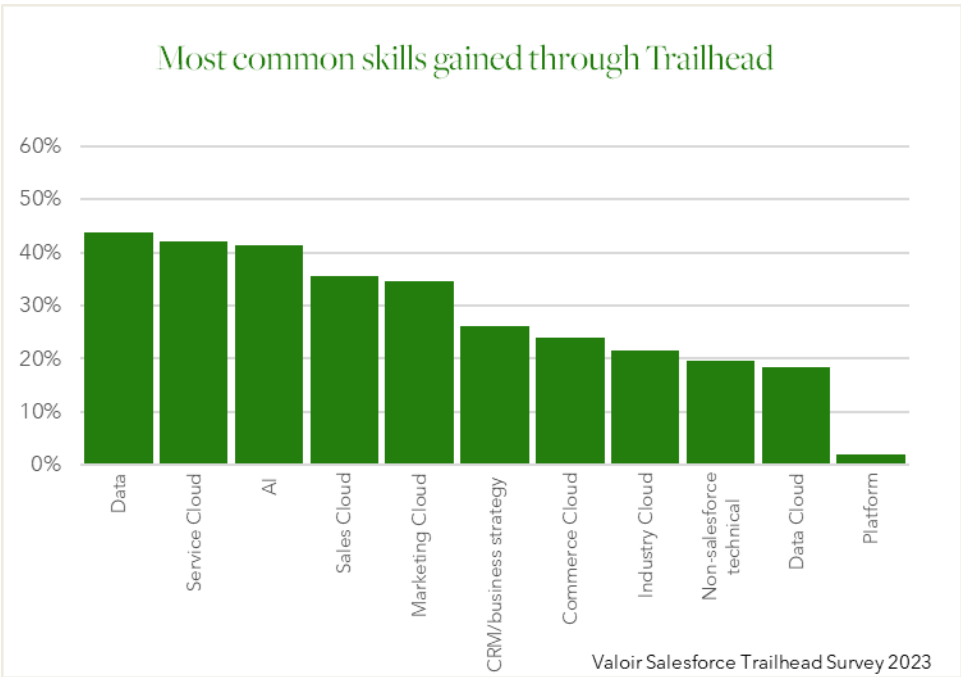
More than one in five Trailhead users cited the ability to get a new job or career as the biggest benefit they had achieved from Trailhead.

That was followed by increased knowledge and skills, a sense of personal achievement, guidance on a specific project, help in gaining certifications, and access to the Trailblazer Community.

Biggest benefit from Trailhead

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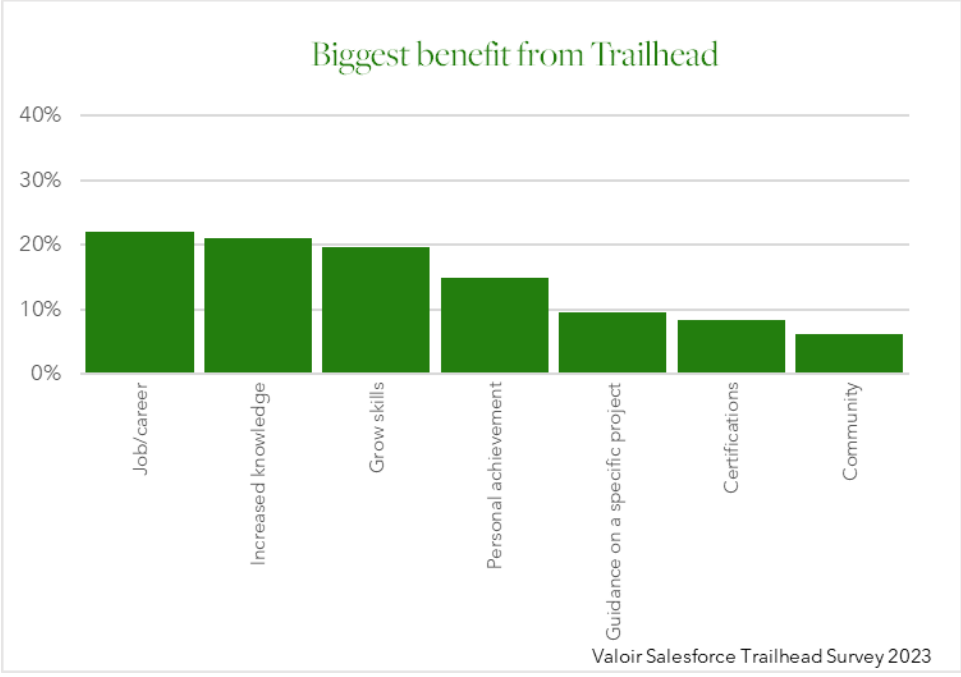
Users said:

> *The knowledge I gained through Trailhead has been my largest gain, and I can now proudly state that I am familiar with a technology that is booming in the market. This was only made possible by Trailhead.*

> *Through the Trailhead learning platform, I can upgrade my Salesforce skills, gain hands-on project experience, prepare for certification exams, and collaborate and communicate with the Community. All of this will help me grow my career within the Salesforce ecosystem.*

> *Being able to up skill and build a career in Salesforce after being out of IT for numerous years while I raised my family. It's changed my life and that of my family too, thank you!*
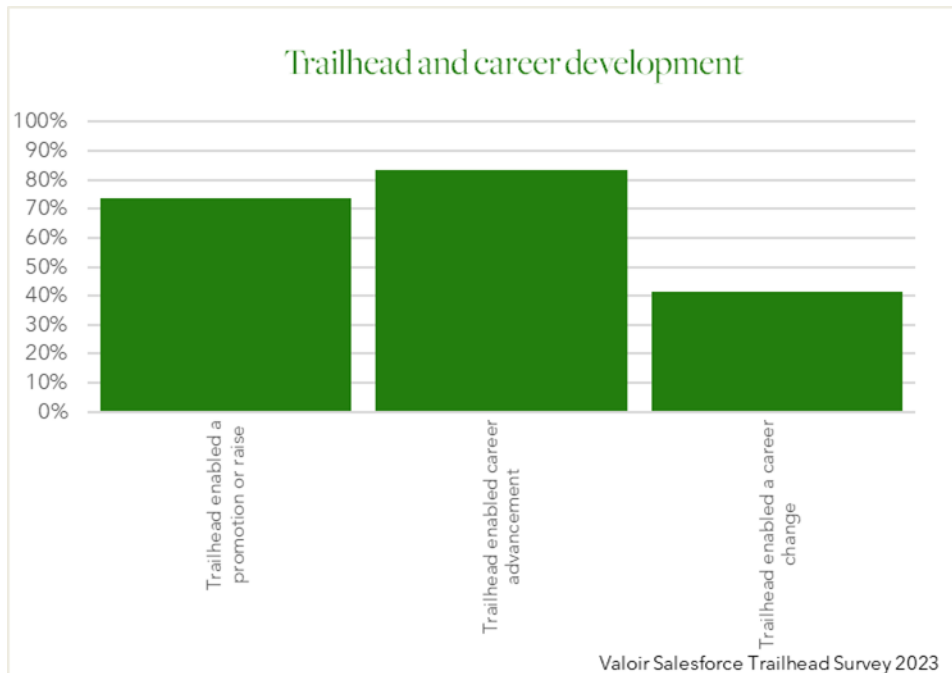
Valoir also found that the skills learned on Trailhead impacted users on a day-to-day basis, with 52 percent reporting it has helped them be more productive, and 50 percent reporting it has helped them to be more agile.

Fifty-two percent of users said Trailhead has helped them to be more productive, and 50 percent said it has helped them to be more agile.

Trailhead and career development

Valoir found that many users consider Trailhead a key resource in their professional development, with more than 70 percent of users reporting that the skills they learned on Trailhead had enabled them to get a promotion or raise, and more than 40 percent of users reporting the skills gained on Trailhead helped them make a career change.

Trailhead and career development

- Trailhead enabled a promotion or raise
- Trailhead enabled career advancement
- Trailhead enabled a career change

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In general terms, more than 80 percent of users said Trailhead had supported their career development. Users said:

> *Trailhead allowed me to become 3x certified and advance my job immensely. Since I started on a Salesforce career path I have nearly doubled my salary, starting with a 30 percent boost after changing jobs a year after being certified.*

> *It helped in my career growth and project implementation in my company. Learn and grow, that's my agenda in Trailhead.*

> *It not only helped me to grow my career but also my personal tool kit and allowed me to move continents.*

> *The skills from Trailhead have propelled my career and helped me get promoted.*

When Valoir asked users how Trailhead has helped them be successful in their current job role, beyond the obvious increased technical competency and better career or salary, users most commonly answered that they gained a better ability to advise clients, deliver solutions, to adapt to technical change, and to create more success for their team.

Trailhead's organizational impact

Beyond its impact on individuals and careers, Valoir found that Trailhead is helping individuals deliver more value from their organization's Salesforce investment:

- Thirty-eight percent of users said Trailhead has taught them how to optimize Salesforce for their organization

Trailhead skills contribute to success in current role

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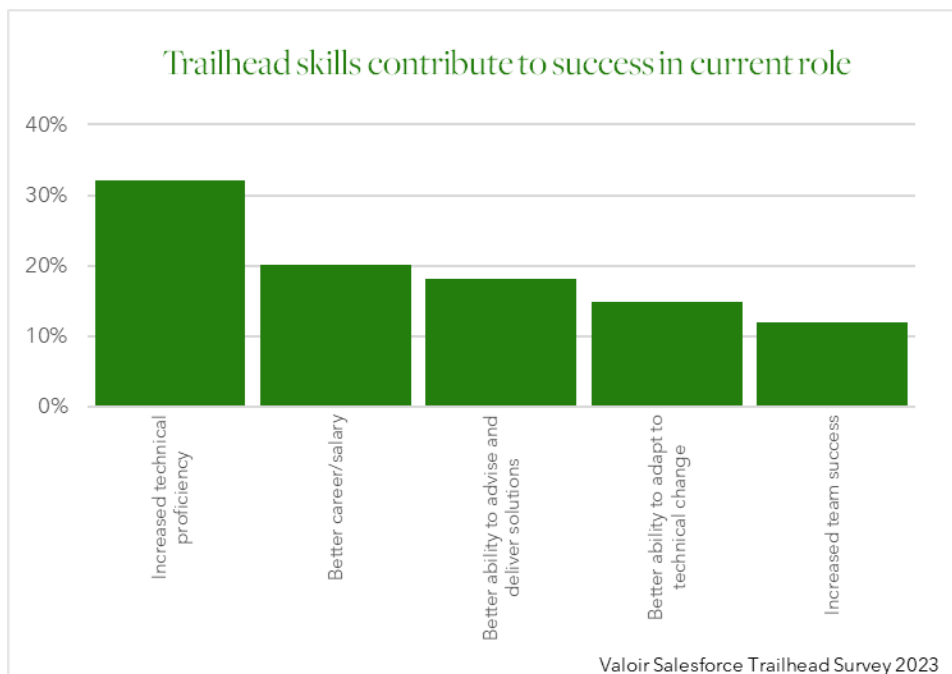
- Forty-one percent said it has helped them increase Salesforce user productivity
- Forty-two percent said Trailhead has helped their company onboard new hires more quickly.

Users estimated that skills learned on Trailhead enabled them to identify opportunities for Salesforce-driven efficiency improvements to increase their company's efficiency by an average of 17 percent. Users said:

> *I can offer new features to implement for the business. Also I improve my knowledge all the time related to the Salesforce ecosystem so, in this way I am able to help people to understand the different possibilities we have with the Salesforce platform.*

> *I've been able to turn what I've learned to support my colleagues on how to best leverage our Salesforce instance.*

> *I've been more informed about the capabilities of sales cloud as my company moves from classic to lightning. It has also helped me create innovative reports, list-views, and other resources for sales representatives.*

> *Trailhead has enhanced my abilities in Salesforce administration, development, and marketing. I can now efficiently manage instances, customize the platform, create custom applications, and run marketing campaigns. These skills have improved my efficiency, problem-solving, and data analysis capabilities in my role, making a positive impact on my organization's success.*

Looking ahead

As Salesforce continues its investment in Trailhead, its community continues to grow. More than half of users would recommend Trailhead to someone looking to learn new skills or make a career change, and more than a third of users said they wouldn't change anything about Trailhead as it exists today. However, other users had several suggestions for how Salesforce could make Trailhead an even more valuable resource.

More than 10 percent of users said more interactivity and more frequent content updates would be welcome additions to Trailhead. Other suggestions included training on more advanced concepts, better AI-driven recommendations and personalized learning paths, and more Community integrations – all of which are on Trailhead's planned roadmap for the coming year.

Forty-one percent of users said Trailhead had helped them to increase Salesforce user productivity. Users estimated that skills learned on Trailhead helped them increase their company's efficiency by an average of 17 percent.

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What users would change about Trailhead

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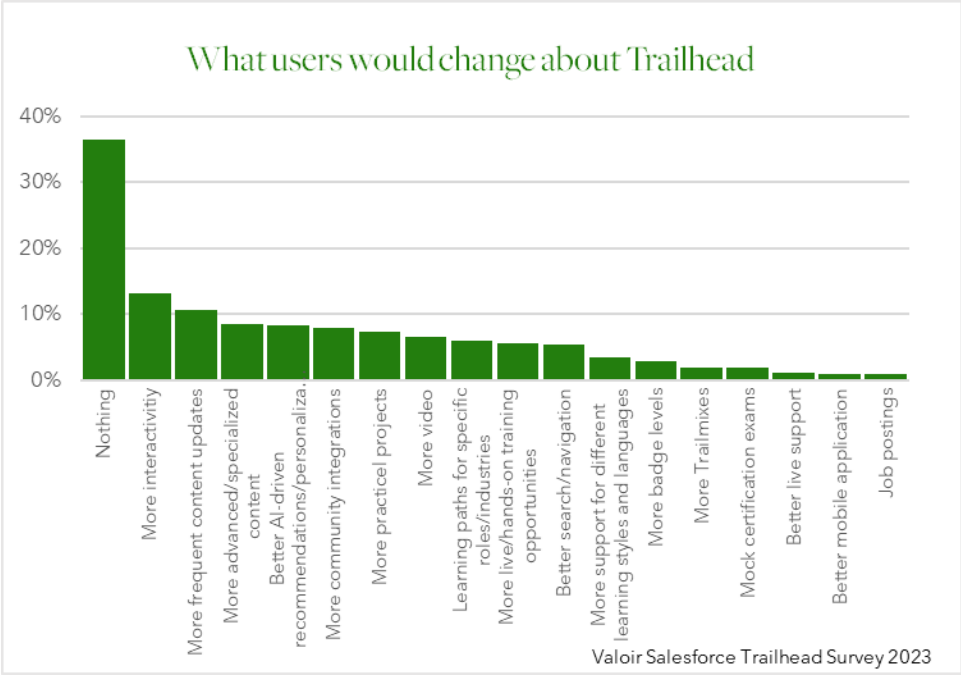
As the breadth and depth of Salesforce's portfolio continues to grow, so does its complexity, and Trailhead helps users expand their knowledge and drive adoption of new capabilities and technologies. Continued investments will help users become more skilled in Salesforce, delivering career advancement opportunities as well as opportunities to help customers and partners deliver more returns from their Salesforce investments.

Valoir is a technology analyst firm providing research and advisory services with a focus on the value technology delivers. With deep expertise in CRM, HCM, customer and employee experience, and enterprise applications, Valoir helps clients understand and maximize the value of technology. For more information, contact Valoir at www.Valoir.com or 1-617-515-3699.

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