

From In-Person Training to Global Reach: Eljen Transforms Installer Certification with CONNSTEP



BACKGROUND

Eljen Corporation is a Windsor, Connecticut-based manufacturer and global leader in innovative onsite wastewater treatment solutions. Founded in 1970 and operating from a 66,000-square-foot manufacturing facility, Eljen is best known for pioneering its Geotextile Sand Filter (GSF) technology. The company develops sustainable products that protect public health and the environment through reliable wastewater treatment solutions for residential and commercial applications.

Behind Eljen's innovation is a culture deeply rooted in military service. Led by a team of military veterans, the company emphasizes leadership, integrity, and service—values that extend throughout its 60-person workforce and its customer relationships. Eljen's commitment to recruiting, employing, and supporting veterans has earned national recognition through the U.S. Department of Labor's HIRE Vets Medallion Program.

Beyond product innovation, Eljen is committed to educating and supporting the thousands of installers around the world who use its systems. Through technical expertise and a commitment to customer support, the company helps ensure its products are installed correctly and perform as intended.

CHALLENGE

As demand for installer training continued to grow, Eljen recognized the need to modernize its legacy website and transition its entirely in-person training and certification process to a more efficient online experience. The company wanted a centralized online platform that would streamline the certification process, improve access to state-specific training materials, encourage interest from prospective installers, and support the continued growth of its nationwide certified installer network.

Results for U.T.R. Engineering Works:

CONNSTEP's work with Eljen Corporation resulted in the following metrics for the company:

- **Cost Savings: \$25,000**
- **New Investments: \$11,000**



"There are many organizations that could execute on these projects, but what I appreciate is the way CONNSTEP handles them from start to finish. Their commitment to Connecticut's manufacturing and business communities is evident in the support they provide. As a small, family-owned manufacturer, having CONNSTEP as a resource is like having an AI model for your business—it helps you see what's possible and provides the guidance to make that vision a reality."

James King
President, Eljen Corporation



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SOLUTION

Having partnered with CONNSTEP on a range of successful business improvement initiatives over the years, Eljen Corporation once again turned to Connecticut's MEP center to modernize its existing website and develop a new online training platform for installer certification.

A CONNSTEP data solutions expert upgraded and optimized Eljen's existing WordPress website by enhancing the site's structure, content, functionality, and performance while laying the foundation for future growth.

A secure 'Get Trained' portal was then developed that digitized the installer certification process from registration through completion. Prospective installers can request training, access state-specific educational materials, complete online knowledge assessments, and automatically receive certificates upon successful completion. Automated workflows notify Eljen throughout the certification process while automatically capturing installer information within the company's Customer Relationship Management (CRM) system, creating a centralized record of certified installers.

Designed to support training across 35 states, the platform was built with a flexible architecture that could accommodate future expansion into additional states and international markets. By integrating online training, automated workflows, and CRM connectivity into a single platform, CONNSTEP equipped Eljen with a long-term solution that supports efficient certification, ongoing installer engagement, and future growth.

RESULTS

Working collaboratively with Eljen, CONNSTEP delivered a modernized website and online training platform that have transformed the company's installer certification process. Originally designed to support training across 35 states, the platform has since expanded to 38 states, three Canadian provinces, and all of Australia, demonstrating Eljen's ability to scale installer education well beyond the project's original scope.

Prior to the project, installer certification relied solely on in-person instruction, requiring Eljen employees to travel throughout the United States and internationally to conduct training sessions. By moving much of the certification process online, CONNSTEP helped Eljen expand the reach of its installer education program while significantly reducing the time, travel, and costs associated with conducting training.

The new platform has also streamlined Eljen's training administration. Automated certifications, notifications, and CRM integration have reduced administrative effort, eliminated the need to manually process and mail certificates, and accelerated the certification process. These efficiencies allow employees to spend less time on administrative tasks and more time supporting installers and strengthening customer relationships.

In addition to the online certification portal, Eljen expanded its educational offerings with on-demand video training, providing installers with greater flexibility to complete courses on their own schedules regardless of location. Together, the enhanced website and online training platform have created a more accessible, consistent, and user-friendly training experience while positioning Eljen to continue expanding its installer education program throughout North America and beyond.

Beyond improving internal operations and the installer experience, the online training platform has strengthened Eljen's ability to build lasting relationships with its growing installer network. By automatically capturing installer information within the company's CRM system, the platform enables the Eljen team to proactively follow up with newly certified installers, answer technical questions, and gather feedback. Rather than marking the end of the training process, certification has become the beginning of a long-term relationship that enables Eljen to remain an ongoing resource for its installers.



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