

CASE STUDY:

ABC Companies

Transportation
Distributor and Fleet
Management Services



ABC Companies, a leader in motor coach, transit equipment sales and service, is an organization that has evolved from a family business to an impressive entrepreneurial-type organization with over 800 employees across 11 locations.

ABC Company Statistics

Employees: 800 across 11 locations

Industry: Transportation

Region: United States

Key LMS Selection Criteria:

- User-friendly Interface
- SCORM Compliant
- Personalized Service
- Cost Effective

Overview & Key Challenges

ABC Companies experienced significant growth and market diversity in 2008. Executive leadership recognized that for their growth to continue, a formal employee development program would be required. The challenge for ABC's Learning Team was to build a culture of learning while maintaining their company values and entrepreneurial spirit. Key challenges included:

- ✦ Source, Select, and Deploy an LMS
- ✦ Understand Skills Gap and Organizational Culture
- ✦ Establish Credibility throughout the Organization
- ✦ Introduce Formal Development Plans and Process

LMS Selection

The foundation of “ABC University” is ePath Learning’s ASAP LMS; the system used for deploying eLearning, managing enrollments, learner history and reporting. ABC Companies realized that given their size, a cloud-based LMS would be their most cost effective option. ABC’s Learning Team and Human Resources conducted an extensive search for a provider whose core business was LMSs, was SCORM compliant, and would provide personalized service. ASAP was specifically chosen given its user friendly interface for both designers and end users. A dedicated client service specialist was assigned to ABC Companies, who significantly helped in decreasing the learning curve for the design group and helped to expedite a rapid system launch.

Understanding the Skills Gap

While the search for an LMS was underway, the Learning Team began to layout the foundation for the “Learning Organization.” *The challenge was to create a demand for training in an organization that had been successful for over 50 years without it!* ABC’s Learning Team conducted needs analysis interviews with business leaders at every level and functional area throughout the organization to identify where lack of skills or knowledge was causing “pain points.” Learning priorities were established using input from the executive team.

Establishing Credibility

A recent change in ABC’s internal email system set the stage and provided an opportunity for the company to demonstrate how ABC University could support the organization and help employees to improve their performance. A series of online classes and webinars were launched to demonstrate the new email system and to share best practices. The result was a dramatic increase in productivity and minimized frustration for nearly all participants. The Learning Team effectively demonstrated how training could be an investment in productivity, and enough interest was established that the team was able to launch a bi-weekly webinar series covering a wide variety of topics. By the time ABC University was ready to launch, ABC’s Learning Team had established much credibility, and the content from the webinars was easily converted into an eLearning format. With the help of the Executive Team urging participation, the demand for learning was increasing from the bottom up and top down.

The Learning Organization

Once the LMS was launched, the focus became broadening the reach of the “Learning Organization.” A program dubbed ABC Academy was launched as a high-level leadership development program. The results of the Academy were outstanding. The success of the Academy cemented the reputation of the Learning Team as a critical component to continued organizational success. Employee development plans have been incorporated into each employee’s annual review; therefore making learning an ongoing process rather than an event. In one year, ABC University has become a fixture of ABC Companies and is easily considered part of their corporate culture.

To learn more about ePath Learning’s LMS technology and services, contact us: sales@epathlearning.com or call us at 860.444.8090.

Acknowledgement – Contributions to the development of this case study are courtesy of Mr. Joe Malta, Manager of Learning and Development, ABC Companies. The ABC name, logo and related names and logos are trademarks/service marks of ABC. All third party trademarks are the property of their respective owners. ABC Companies was ePath Learning’s client from 2013-2016.