

... CASE STUDY

Creating an Innovative Learning Strategy at a Major Automotive Brand

Challenge

Faced with shifting consumer expectations, advancing automotive technologies, and economic disruption, dealerships need to prepare their sales consultants, service personnel, and leadership to meet these rapidly emerging demands. One major automotive brand sought to face these challenges head on by delivering relevant, moment-of-need learning and performance experiences to support selling more vehicles, enhancing the service experience, and improving customer satisfaction.

Solution

The GP Strategies® team laid out a roadmap that started with design thinking and led to the planning and execution of a 2021 Learner Experience Strategy initiative. These steps included:

- Conduct initial round of empathy interviews with learners
- Kickoff to envision the future
- Conduct second round of empathy interviews with learners
- Develop “learning need” themes
- Create curator teams
- Investigate learning technologies
- Execute targeted pilots
- Integrate winning concepts with future learning solutions
- Track and measure progress

Business Impact

In response to the empathy interviews where learners expressed the need for more “on-the-job learning,” the team began a dramatic shift of modalities. Along with a large shift from formal instructor-led training (ILT) to virtual-led learning (VILT) and web-based microlearning, there was an increase in positive reviews from the business partner and learner surveys. Use of job aids increased 32 percent, while VILT increased 17 percent. Employee retention and sales have also both increased, positively contributing to dealer and corporate profitability.



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RESULTS

Learners are better able to learn on the job with the increase in job aids from **5% up to 37%**

The shift to VILT **dramatically reduced** trainer travel expenses and expanded trainer reach

8-point increase in learning’s **Net Promoter Score** as rated by business partners

