

CASE STUDY

BLENDED LEARNING ELEVATES THE CUSTOMER EXPERIENCE

Ardent



Partnering for Rapid Growth

A top-tier automotive company has undergone rapid growth and transformation. They've positioned themselves as a global leader in the automotive industry with over 750 dealerships in the United States and eight million vehicles sold.

Releasing impressive new vehicles that rival models offered by premium manufacturers, this client has taken the lead in quality studies and is offering vehicles packed with advanced driver assistance and safety systems.

These advances are attracting a more affluent customer who expects more from the vehicle sales process, dealership personnel, and customer experience.

To retain its current customers and acquire new ones, the organization searched for a learning solutions partner who could not only transfer product knowledge to sales consultants and other dealership personnel, but who could also help elevate the customer experience across its vast dealer network.

AT A GLANCE:



INDUSTRY:
Automotive



SIZE:
11,750 employees



SOLUTION:
Blended Learning



THE ARDENT TEAM HAS BEEN AN IMPORTANT PART OF OUR ORGANIZATION'S SUCCESS THIS PAST YEAR.

— KEY STAKEHOLDER

CHALLENGE:

To succeed in the rapidly changing automotive environment, the client needed to put its customers at the forefront. While this customer-centric approach starts internally, the client knew its training investment could produce better results with a more strategic Learning & Development partner. The previous learning solutions were lecture-heavy with immersive curriculum that overemphasized some topics and left others undiscussed and left little room for practice and participant engagement.

To combat this challenge, the client was searching for a partner who could provide hands-on, real-world training delivered by subject matter experts, without heavy lecture or complicated curriculum. Internal staff needed access to training tools and have resources available to them after the training session ended. The learning solution needed to teach transferable soft skills, like how to adapt to unique customers and the ever-changing scenarios they experience on the showroom floor. The client also wanted a learning solution that would reduce repetitive information, streamline the training process, and allow for flexibility with training topics.

SOLUTION:

Ardent's centers of excellence teams began by redesigning the client's vehicle specification and competitive comparison guide as an interactive PDF with an "always present" menu structure for easy navigation. This redesigned guide rendered well on tablet and desktop devices, making it a robust resource available anywhere, anytime to sales consultants.

The next component of the solution was a generic participant guide book to serve as an interactive guide to support training activities and increase learner engagement. The book replaced the client's model-specific participant guides and allowed Ardent to meet the training needs of individual dealerships. This solution could even accommodate last minute changes to the product employees were being trained on, even after the facilitator arrived at the dealership.

The solutions team also redesigned the meeting leader guide to include detailed realistic customer profiles and unique scenarios to offer training activities in an immersive discovery-based learning environment. Participants leveraged their assigned customer profile and scenario, along with the vehicle specifications and competitive comparison guide, to research and share relevant, customer-specific vehicle information. This discovery-based approach reduced the typical 1.5-2 hour product training slide count from 110 to 35 slides, allowing less lecture and more time for participant engagement, role-playing, and deeper conversation.

RESULTS:

Ardent's Team Delivered

- Custom HTML5 web-based training
- Over 15 model-specific instructor-led training courses (each with custom vehicle specifications and competitive comparison)
- Five selling-skills courses
- Three automotive fundamentals courses
- 400+ high-impact, high-volume dealers visited 2-3 times annually
- 10 facilitators
- One training manager
- Seven-person project management office
- Approximately 20,000 participants trained annually
- Approximately 2,600 total Instructor-Led training sessions delivered annually



Learning should be active!

For more information on engaging learning solutions

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