

## CASE STUDY

# LEARNING LEADS TO TOP 5 J.D. POWER RANKING

*Ardent*



**V O L V O**

## Personal Development Gets Competitive

When Volvo received underwhelming customer scores, key leaders decided to make significant investments in employees' personal development. They called on Ardent to build the framework that would help their workforce adapt to changing expectations and anticipate customer needs.

### AT A GLANCE:



**INDUSTRY:**  
Automotive



**SIZE:**  
104,000 employees



**SOLUTION:**  
Leadership  
Curriculum

## CHALLENGE:

The automotive industry is highly competitive. Retail teams must be equipped for high-pressure situations and ever-changing customer needs. Although the subject of this case study already offered employee training initiatives, low industry scores inspired company leaders to launch an entirely new approach—one that would empower learners to develop soft skills and reinforce their learning on a consistent basis.

## SOLUTION:

### 1. Corporate University

The Ardent team assessed company needs and created the opening structure for a corporate university. This was a revolutionary idea at the time, as it would be the first of its kind in the automotive industry. Ardent instructional designers set to work on building and implementing the curriculum.

### 2. eLearning Courses

Historically, this organization relied on one-day facilitator-led programs. Ardent introduced company leaders to eLearning courses and led the conversion of content from instructor-led presentations to self-paced learning sessions.

#### The first rollout of university courses covered:

- Recruitment and Hiring
- Leading for Loyalty
- Leading for Performance
- Time Management
- Financial Competence
- Reducing Stress
- Advertising Strategies
- Portfolio Development

## RESULTS:

When J.D. Power and Associates published the next year's industry scores, Volvo had skyrocketed from the bottom third of over 30 car manufacturers to the 4th ranking. Company leaders were thrilled with the results.

One stakeholder shared, "The most recent NADA Dealer Attitude survey results are outstanding. Our customers are telling us that we are providing some of the top training in the industry. The survey capped off a year of great results. I want to thank you and your staff for playing such a key role in much of what we have accomplished."

Today, the corporate university continues to educate Volvo's global workforce.

#### The team reported the following engagement rates:

- ✓ 150,646 TOTAL PARTICIPANTS
- ✓ 119,504 ONLINE LEARNERS
- ✓ 31,142 INSTRUCTOR-LED LEARNERS
- ✓ 344,617 TOTAL HOURS OF TRAINING



## Are you ready to skyrocket to the top of your industry?

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