

... CASE STUDY

# Implementing a Learner Experience Platform at a Major Automotive Brand

## Challenge

A major global automotive brand wanted to improve the onboarding process for creating well-trained district managers. The brand had the following objectives for their implementation of a learner experience platform:

- Reduce administrative and logistical workload associated with administering a 4-month virtual learning journey
- Improve the frequency and quality of interaction between learners and their coaches
- Provide learners with a single point of access for learning resources
- Ensure consistent visibility into learning progress for stakeholders
- Create a more socially connected experience for new hires

Further, the passing rate of this cohort of new hires should be at least comparable to prior cohorts.

## Solution

GP Strategies® worked with the automotive brand to augment their existing District Manager in Training (DMIT) onboarding program through the implementation of a learning experience platform (LXP).

Facilitated by GP Strategies' Curriculum Designers, learners were introduced to the LXP via a thorough walk-through of its functionality. They explored the platform doing several introductory tasks to ensure a good working knowledge of the features, functions, and expectations. Over the next four months, assignments were posted, learners responded, coaches checked in, and new hires supported each other.

Evaluations after each module informed the team of areas of improvement, and adjustments were integrated into future modules.

## Business Impact

GP Strategies achieved the most important outcome of the DMIT program which was to ensure all learners successfully completed the program and were placed in their own districts. To date, all graduates are still employed and all of their managers report high levels of satisfaction with the performance of their new District Managers.



GP Strategies helped improve the process for creating well-trained district managers.

## RESULTS

**30% REDUCTION**  
in administrative  
workload

**100%**  
**PASSING RATE**  
among participants

