LATITUDELEARNING

Standardized Training Platform for Global Region

General Motors

General Motors (GM) Corporation, the world's largest automaker, has been the global automotive sales leader for 75 years. GM's Africa and Middle East is part of a business region that represents an overall market share of 16.3 percent. The largest automotive dealership, Liberty, is located in the United Arab Emirates.

Business Need

General Motors Africa and Middle East (GM) required an end-to-end solution that provided a cost-effective, high-quality training system that streamlined learning management across all divisions and locations. The solution had to meet the needs of different audiences—employees, dealerships, training administrators, training centers, wholesale personnel, and instructors—operating across a large, heterogeneous geographic area. GM needed to smoothly integrate the learning management solution with existing systems and collect, track, and deliver reliable, real-time data to all audiences. Delivery of common, high-quality practices, procedures, and services had to be simple and trouble-free.

In addition, all GM staff should experience a common, pleasant, and uniform experience when transacting business using the training system. Uniform processes would enable training administration standardization across the GM community.

Solution

The LatitudeLearning.com Open-Source learning management system (LMS) provided core functionality, including a course catalog; two-step enrollment (supervisor approves self-enrollment); facilities, resource, and schedule management; and reporting. To help GM direct and manage training in its dealer network, the LMS included a feature that allowed corporate staff to access dealer profiles that included enrollment information and the dealer's preferred training center.

Other features that met the needs of GM included:

A multilingual interface met the requirements of a dealer network covering multiple geographic regions by supporting both English and Arabic languages.

• Needs registration automatically scheduled individuals according to their training needs as identified by dealer owners and according to the dealer's preferred training locations.

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• A role-based, online help section used a decision tree to help users identify help topics relevant to their need.

• Ad hoc reporting based on different data sets could be filtered and sorted. Reporting could be customized according to different audiences (dealer versus corporate staff) needs and the needs of different dealer regions.

• Assessment functionality provided an interactive, online test medium that could be used for pre- and post-course tests, prerequisite assessments, and certification programs. Customization provided comprehensive testing ability.

• Training paths enabled both supervisors and staff to view employee progress toward certification or graduation in a given curriculum.

Results

• Needs registration allowed dealership owners to set training requirements for their staff once and then let system manage schedules and enrollment.

• Resource allocation and planning and budgeting made easier by using training paths to forecast demand.

• Employees could quickly assess their training progress to a certification or training requirement.

• LatitudeLearning.com Open-Source LMS flexibility, system scalability, and multilingual user interface allowed OEM to more efficiently manage different learning requirements of African and Middle Eastern dealerships

The LatitudeLearning.com Open-Source LMS allowed GM to more efficiently manage dealership training. By establishing uniform processes, the LMS standardized training administration across the GM community.