



LMS Case Study



Dealership Certification and Training LMS

Chrysler Group

Chrysler Group had approximately 6,000 dealerships in the US, Canada, and over ninety other countries worldwide. Training and certification programs help establish consistent levels of performance throughout its large dealership network by allowing technicians to stay current with various certifications while training dealership personnel and selected suppliers in new product-related content, service and repair techniques, and financing protocol.

Business Need

The dealership certification and training programs were important to Chrysler Group, because they helped ensure that customers had a consistent experience with highly competent sales, service, and parts associates each time they interacted with one of their dealers. However, managing these programs required significant administrative time, effort, and cost. The OEM felt that they needed to replace the current learning management system used to administer these programs and deliver e-learning courses through its dealership portal.

The previous system's features and functionality did not meet the needs of a geographically dispersed dealer community. It had lacked automation and flexibility which is required to easily capture certification rules and training paths that matched the OEM's requirements for its dealership network. These requirements would also change from year to year, requiring custom changes from the system's developers that could take several days to complete.

Chrysler Group wanted to minimize the time dealership owners spent assigning training to their staff. Dealership owners and staff spent too much time locating and scheduling the training that would meet their certification objectives.

Solution

After evaluating several learning management systems, Chrysler Group selected Latitude's LMS. It provided several features that made it the clear choice in meeting the OEM's requirements. In addition, Latitude had expertise in channel portals and integrating automotive applications with existing systems.

The Latitude Learning LMS provided a centralized structure for the delivery and management of personnel training, which resulted in a significant reduction in the time and effort required to manage large dispersed communities effectively. This expertise was important when implementing and launching a large, highly visible system to a large

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user base (over 300,000 users) in a global organization.

Built on Microsoft .NET and SCORM 1.2 compliant, the Learning LMS delivered a flexible and scalable solution to manage dealer training and certification programs. It provided a full range of course catalog, administrative, progress tracking, enrollment, and reporting features. The extended enterprise functionality of the Latitude Learning LMS maximized the performance of the Chrysler Group's dealership certification and training programs.

- Rules-based certification engine allowed complex logic based on required and elective courses, performance data, and other certifications. Requirement definitions could be grouped and reused.
- Auto-enrollment feature automatically scheduled individuals according to certification requirements, nearest location, individual interests, and other factors.
- Availability of instructor-led courses could be filtered by user's geographic location.

Results

- Dealers benefited from access to an intuitive system for scheduling, managing, and accessing the training they required to remain profitable
- User interface allowed modification of certification rules by two corporate system administrators that achieved time and cost improvements
- Auto-enrollment and interest list features allowed dealership owners to set training requirements for their staff on a routine basis and then let the LMS manage schedules and handle enrollment
- Certification flexibility, system scalability, and multilingual user interface provided more efficient management different learning requirements of the OEM's entire North American dealership channel

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