

Case Study: AHG eLearning



Client Situation

AHG is an automotive retailer owned by Eagers Automotive Limited. Eagers' core business consists of the ownership and operation of motor vehicle dealerships in Australia and New Zealand. The retailer offers new and used vehicles, service, parts, and consumer financing. Its operations are in Brisbane, regional Queensland, Adelaide, Darwin, Melbourne, Perth, Sydney, the Newcastle/Hunter Valley region of New South Wales, Tasmania, and Auckland.

AHG needed a more efficient and cost-effective method for financial compliance, workshop practices, and to ensure the health and safety of team members. The goal was to reduce training administration expenses and improve customised training content. Damstra eLearning would enable one portal for creating, delivering, and managing consistent, updated instruction to 7,000 employees.

Challenges

Prior to implementing Damstra's eLearning platform, AHG was facing the following training challenges:

- **Administrative Expenses**

The need to reduce administrative time with training processes, tracking results, and billing.

- **Instructional Design**

The need to create engaging content with targeted training requirements for several thousand employees in multiple locations.



Damstra Solution

Damstra's eLearning platform offers intelligent, connected, on-demand learning. eLearning Modules include:

Inspired Learning Management

- Upload existing training materials and automatically convert into interactive modules. or create and edit content
- Automate scheduling of training based on rules, learning paths, learning success
- Learn anywhere on the go with mobile access
- Intuitive, real-time dashboard

Training Needs Analysis

- Create learning path for team members
- Plan future workforce and skills requirements
- Create achievements for skills development

eLearning Course Development

- Use expert team of instructional and media designers to build best practice eLearning modules with engaging content

- Identify learning and development trends and how to incorporate blended and micro-learning
- Utilise prepared content from the Damstra Learning Marketplace

360 Degree Virtual Reality Courses

- Engage with 360-degree video on a smartphone
- Experience more engagement, especially in compliance training
- Retain deeper learning experience

Damstra's eLearning platform helped AHG:

- Establish training requirements for targeted audiences.
- Track learning success.
- Update instructional content with easy editing functionality.
- Improve quality of instruction from static images to engaging videos.
- Streamlined administrative workflow with dashboards and user-friendly reports.

Outcomes

Since implementing Damstra's eLearning platform, AHG reduced administrative time and improved the quality of instruction.

- AHG reduced training administrative time of one full-time equivalent from 4 days a week to 4 hours a week, saving \$10,000 annually.
- AHG creates, distributes, and manages all their training online.

"Damstra eLearning provides our people with timely information to do their jobs well and to maintain safe work practices consistently across our network. I am happy that Damstra Learning's scalability helps us manage a growing volume of training activities with confidence and ease: ten sites requiring training have been added to our network since we started using eLearning and more are expected in future."

—Adam von Berg, HR Manager

ABOUT DAMSTRA TECHNOLOGY

Damstra's eLearning solution is a module in Damstra Technology's Enterprise Protection Platform (EPP). This comprehensive platform helps maximise performance, safety, and profitability by orchestrating disparate processes and technologies.



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