






Engage with

WorkforceX

Learning & engagement in the flow of work

Automotive / Distribution

Transforming the learning experience for a geographically dispersed dealer network through a mobile-enabled, modern platform.

-  Learning platform Integration
-  Enterprise application navigation
-  Comms to >13,000 dealers
-  Survey strategy launched
-  Supporting major events

The Opportunity

As part of a digital transformation agenda, the learning & development initiatives were a key priority as a way to build the skills and capability of the dealer network in order to deliver exceptional guest experiences, optimise sales for the organisation and enable a more mobile workforce in response to COVID-19 and new working arrangements

In order to do this, the organisation required more direct channels to connect dealers to information and learning resources and offer a more effective mechanism, gather regular feedback to inform strategy and run a world-leading learning and development program for a dispersed audience.


The Solution

The organisation introduced WorkforceX as a mechanism to more directly communicate to the network regarding learning initiatives, run pulse surveys for feedback to inform strategy and use personalised messages to improve engagement.

The included the release of a branded mobile application that could be accessed anywhere, any time for bite-sized learning content, visibility of courses and calendars, as well as running key corporate training events and conferences.

It became a trusted channel by the network for reliable information on their learning activities, and complimented their digital learning landscape as the one front-door.

The Outcome

-  Increased dealer participation in virtual learning courses
-  Company Training brand more widely acknowledged for their role in dealer development
-  Two-way conversation now open with the dealer network
-  Initiatives now prioritised based on tangible data and insights
-  Company will continue to modernise and simplify the dealer experience with learning and development

15%
Higher than the typical engagement rate for app vs email

2X
engagement rate for app notifications versus email

