



Automotive Brands engaging employees with interactive LMS

Automotive Brands' 'The Hub' platform has seen a dramatic increase in logins and engagement with their Team Members. The Head Office Team have developed a new and effective process of communication through their platform simply by changing a few small areas.

Company

There are 102 Autobarn stores across all states and their aim is to help you get exactly what you want and need for your car. Whether it's regarding car audio systems, keeping cars showroom new, making sure engines get the care they need or finding just the right parts and tools for cars, they have it all.

What would you say has been a success in your business since using World Manager® in terms of engaging Team Members?

By increasing and updating content in only a few small areas, our logins have consistently broken records. This has meant communication has started working more effectively.

Have you perceived a stronger sense of community within your team and in what way has this added value to your business?

I have noticed that with more regular use (more logins) we are getting less questions about the platform and more questions about the content.

What specific tools and functionalities have you utilized in the last 12 months to increase user logins and engagement?

We have been very active in maintaining interesting formats and content on the homepage. We have been making a bank of product specific training which has seen active use. Our logins spiked during a month of increased training on our external 'Click and Collect' (Weekly Bulletin) program.

How often do you update content and post on the platform e.g. Training, Notices, Widgets and Manuals and Files?

Weekly bulletin, weekly/fortnightly updates to the homepage, monthly content into the training areas, weekly updates to Manuals and Files.

Do you upload any video files, and if so what types of videos are these?

MP4s into ACTIV for training and communications, as well as YouTube links on the homepage.

How do you keep the balance between fun and function?

It is most definitely used more for function. As a communication and training platform the 'fun' we try to employ is interesting websites and videos on our homepage or incentives and competitions to get more staff to do their training; everything else is for business purposes.

How do you drive user engagement through the platform; in particular through the Communications, Training and System suite tools?

We email a notice to our users letting them know that the weekly bulletin is live, however they must log in to The Hub (our platform) to view it. This ensures they are less passive and must seek the information. Also, as mentioned, we use incentives to gain traction on new training.

Which level of Account Group(s) have you seen the biggest change in?

The turnover of staff is still the main area that changes in our business. Our Franchisees are the most invested parties on the platform and therefore are generally the most active.

What sort of positive feedback have you received from users?

It is really not as hard to use as they first thought. It's great to have a product training library.

What advice would you give other users of the platform who are interested in increasing engagement/logins?

Visualize what the end user requires, what the benefits of them using the platform is and use this to play to their interests. Public recognition and enjoyment goes a long way!