

## PAA

Reduced their training costs by over 60% while increasing productivity.

### Meet the Client

Pennsylvania Automotive Association (PAA) is a trade association that represents nearly 1,000 new car and truck dealers in the Commonwealth of Pennsylvania. Providing members with legislative advocacy, News Bulletins, title services, insurance, training, partnership programs and an online store, PAA has over eighty employees in Harrisburg and Philadelphia dedicated to helping their members succeed in the highly competitive, and often fraught, automotive industry.

#### The Problem

PAA was increasingly being asked to provide training for their members in order to comply with ever-changing government requirements in areas as diverse as titling, sales, privacy, safety, collecting sales taxes, vehicle financing, emissions and nearly a dozen other fields.

They initially tried classroom training to meet these needs, but members objected to the inconvenience and expense of letting their employees leave the dealerships. But conducting the training at the dealerships proved to be very costly for the association because of the distances involved and the large number of locations and courses. Consequently, PAA started losing members to other companies who could offer local courses or distance learning, and the problem was becoming critical.

#### The Solution

Atrixware's Axis learning management tools, however, provided PAA with the exact solution they needed to create and deliver their required content, and keep their members in compliance with their regulatory requirements, while eliminating virtually all the need for travel.

**“ Our members objected to the inconvenience and expense of requiring their employees leave their dealerships to train ”**

Atrixware even provided PAA with specialized user reporting options, certificates to verify passing of courses, content creation tools, and a user-friendly delivery method, making the entire eLearning process easy to manage and implement.

#### The Result

Higher and more consistent online course registrations quickly demonstrated the members' receptiveness to the solution. PAA was able to reduce their training costs by over 60% by providing their content online while reducing the number of classroom sessions. And members now have the option of taking their required courses either online or in the classroom, saving both time and money, and increasing convenience. Most important for the member/dealerships, though, is that their employees are able to avoid leaving the dealership for training. As a result, they gain increased productivity

By taking online courses through the Axis LMS, dealership employees no longer have to leave, improving both productivity and quality.