

Leading Automotive Brand

A leading automotive brand invests in learning and development to attract and retain exceptional talent, improve performance, and drive business outcomes. A long-term Explorance client, this organization was automating data collection, but not obtaining desired response rates for post event or follow up evaluations. We worked with this client to develop an alternative approach to collecting data via cellular phones that enabled quick, easy access to Metrics That Matter™ (MTM) and eventually increased response rates for deeper insights.

→ Automotive
industry

→ 5,000 employees



Client Challenge:

This client was regularly deploying MTM surveys to learners across a variety of courses, but response rates were much lower than expected given ongoing communications to instructors and learners about the importance of participating in learning evaluation. In 2016, overall response rates were at an average of 40-50%. The organization's standing procedure was to utilize links emailed to participants. The client had also

attempted to use QR codes to allow learners to submit evaluations via their smartphones, but learners were concerned about downloading a separate QR code reader app, which used their personal cellular data. In short, participating in learning evaluation would require use of personal data, which continued contributing to lower response rates.

MTM Solution:

This organization developed a solution that incorporated alias links which would not require downloading any new applications to learners' personal phones. The process for distributing these links was built into the classroom experience. In addition, instructors were provided with pre built slides that walked through step by step directions

on the evaluation process and how to submit feedback. The slides were required for all instructor presentations and shared after the last break of the training to avoid people skipping the survey or rushing to finish it at the end of the day.

Instructors began to review the following as part of each class:

- **An overview of the organization's training spotlight board to highlight student feedback and support continuous improvement.**
- **Training evaluation instructions to provide students with different modalities for completing their survey (smartphone, computer, or evaluation station), while also describing steps on how to use alias links to submit evaluations.**
- **Scale explanations to ensure learner confidence in understanding survey questions and responding to the best of their knowledge.**

Results:

Improving the process for collecting feedback from learners increased the organization's response rates from 40 - 50% in 2016 to 80 - 90% in Q2 of 2017. This increase helped the client make more timely, data driven decisions, in addition to engaging learners more deeply throughout the process. Leveraging this feedback, the client continues to modify learning content, materials, and timing to optimize the learner experience and ultimately drive better business results.

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learning and development programs.**



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