



Business Processes and Operations Training

a SSE case study

Engaging the Mind...Improving Performance

Business Challenge: A premier “rent-a-car” company has a huge fleet of vehicles across North America which need to be both identified and profitably sold as they outlive their usefulness. The company pulled together and standardized processes from a number of different, older internal systems to create a new, custom application enabling users to quickly search a huge vehicle database and offer selected items for sale to dealerships and other such customers. A dispersed audience required quick and just-in-time training as the new application was implemented.

Business Solution: SSE developed a custom training solution that simulated key functionality of the client’s proprietary software. The training system maximized user comfort with a “Campus University” metaphor representing the courseware and testing components. This engaging and creative simulation minimized confusion and calls to the help desk asking how to use the training. Furthermore, it personalized what could have been a dull “fill in the field and press this button” training by using a cast of knowledgeable and humorous characters to convey the training content.

Project Summary: To meet a client requirement that multiple audiences use one training program to learn about the software, SSE provided content flexibility. All four user roles log on to one coherent training program that features various learning pathways depending on job task requirements for sales people, managers, administrative and accounting personnel. Another client goal was that the training be available to stand-alone field sites as well as deployed across their WAN. To address these multiple technology needs, SSE used Macromedia’s Authorware toolset. Standalone sites received the training on CDs; everyone else accessed the training online.

Results: Approximately 1,400 users in North America are currently going through this program. Additionally, the client contracted with SSE to create a localized version of the training modified to the unique functionality of the United Kingdom. Careful attention to detail was paid to the unique technical, functional, and language usage requirements of this audience to ensure an optimal learning experience.