

mindtickle

CUSTOMER STORY

Learning is
Top Priority at
PureCars Thanks
to Mindtickle



HEADQUARTERS

Atlanta,
Georgia

FOUNDED

2007

COMPANY SIZE

200+

INDUSTRY

Automotive
Software

|| I'm a team of one, and Mindtickle allows me to create content quickly and easily without having a full learning team behind me. It's a tool I can use to deploy learning efficiently across all departments. ||



Chelsey Moon

Director of Learning and Development
PureCars

The Challenge

When Chelsey Moon, Director of Learning and Development at PureCars, joined the organization, she was tasked with supporting sales enablement and serving as an advisor across all other departments. The organization was using a basic learning management system that offered a poor experience for the end user. For more impactful training, she was looking for a robust solution that would not only engage employees but would also drive her efforts to build an entire learning ecosystem.

The Solution

With Mindtickle, Moon increased learning engagement across employees on the sales team and within other departments. With 68% of employees as active Mindtickle users currently at the organization, training completion rates are higher than ever. The platform provided ease of use not just for PureCars employees, but Moon herself as an admin. She easily creates Courses and Missions, makes quick updates, and tracks both completion and performance for individuals, teams, and departments.

KEY RESULTS

- CUSTOMIZABLE AND TRACKABLE LEARNING PATHS FOR DIFFERENT DEPARTMENTS AND TEAMS

• **60%** Active monthly learner engagement

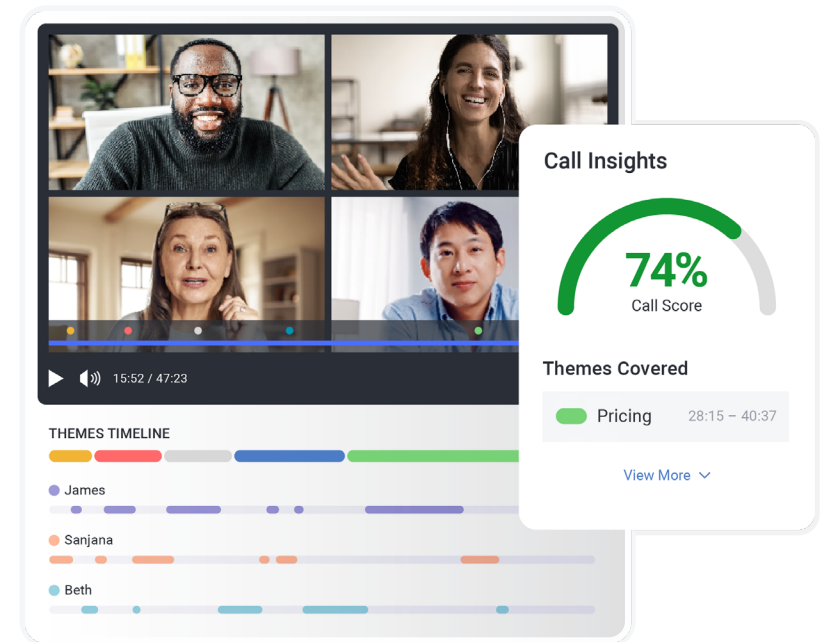
- ENHANCED COMMUNICATION THROUGH SURVEYS AND OTHER OPPORTUNITIES FOR FEEDBACK

Building a better user experience

When vetting different solutions, Moon looked at the user experience above features and capabilities. After all, even the most powerful readiness and learning platform will fail to have an effect if it's not easy for PureCars employees to utilize for their day-to-day activities. She found that Mindtickle provided both an exceptional user experience and tools that helped internal collaboration.

"Mindtickle offered content seamlessly in one place that people could refer to and go back to. It serves as a single source of truth and the hub where everyone can learn," Moon said.

This hub is also available via mobile device, meaning sales reps, in particular, can access what they need wherever they are. Microlearning provides bite-size training materials that are more convenient and easier to complete within employees' daily schedules. As a result, more members of the PureCars team engage with and complete their training assignments.



“When we first started, most of our reps were out in the field. So having a mobile-first experience was a driving factor.”

Chelsey Moon

Director of Learning and Development
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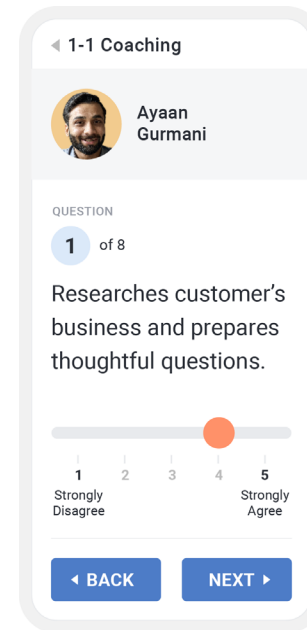
Onboarding and training for rookies and veterans

One platform for training and reporting.

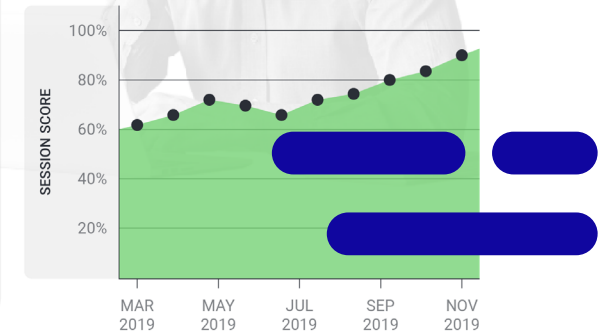
Moon works with each hiring manager to design a personalized learning path for each new employee. She needed a fast and efficient method to get these hires ramped up — regardless of their skill level and department. With Mindtickle, she was able to develop automated learning tracks for specific roles to supplement live training orientations and job shadowing activities.

“When somebody joins the company, you want them to feel supported and that they have access to everything they need,” she said.

But that support isn’t just for new hires; Moon has Mindtickle development paths for employees at all levels. Soon after implementing Mindtickle, Moon realized that new hires were more enthusiastic about adopting the platform from the beginning of their tenure while some legacy reps who were resistant to change were more likely to push back. To address this, Moon established the UpSkill Rewards Program, with ongoing development tracks, to incentivize participation. Completion rates have skyrocketed across the PureCars organization.



Learner Growth Over Time
Last 10 Sessions



PURECARS SNAPSHOT

- **ADVERTISING AND SOFTWARE SOLUTIONS FOR AUTOMOTIVE DEALERSHIPS**
- **TRANSFORMS THE WAY AUTO DEALERS MAKE MARKETING DECISIONS**
- **WORKS WITH ALL MAJOR AUTOMOTIVE BRANDS**

Bringing it full circle

Critical to the success of PureCars' learning program is ongoing communication between Moon and Mindtickle's end users. When new hires have completed their onboarding program, they receive a survey to provide feedback about the experience. While 74% of learners feel they have access to the training resources they need to do their jobs well, there is always room for improvement on content and the format in which it's delivered. Additionally, she sends progress reports out to each employee on a monthly basis, benchmarking their performance against the average scores.

Both ends of the process — Moon's team of one and the rest of PureCars' employees — know where they stand and are confident in sharing their own feedback to improve learning within the organization even more. Looking ahead, Moon hopes to implement other facets of the Mindtickle solution to continue optimizing processes across the PureCars organization.

“ I've gotten a lot of positive feedback thus far. In an ideal world, I would track everything with Mindtickle. ”

Chelsey Moon
Director of Learning and Development
PureCars

Interested in learning more about how Mindtickle sellers get ready for the moments that matter?

**GET
STARTED**