

FAST FACTS

Client

Dealer-FX is reinventing service-lane technology to provide an exceptional experience for automotive dealerships and their customers

Training Challenges

Provide branded portals to clients with custom learner dashboards and access to a permission-based knowledge document library

Solution

Facing critical deadlines, SmarterU quickly provided a scalable and highly customized learning management system

SmarterU & Dealer FX Are Transforming Automotive Service

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In terms of the product itself, we needed a training solution that would work seamlessly with a large user base. We didn't want a tool that was overly manual or administrative — SmarterU has exceeded our expectations.

— Carmel Hodgins, manager, culture & engagement, Dealer-FX



The Client

Automotive retailers want to provide a great customer experience — so great that buyers will return over and over to service their vehicles and purchase their next one. Using advanced data integrations and mobile technology, Dealer-FX streamlines processes and communication for automotive service departments, while delivering a convenient, transparent, and trust-building experience to consumers.

The Challenge

The LMS that Dealer-FX was using lacked key features — in particular, the company needed a knowledge base and the ability to customize portals and dashboards for each customer while delivering the same content and services.

As their LMS contract neared an end, Dealer-FX sought a solution that would quickly and seamlessly take over from their old LMS while adding new features. Training administrators needed the ability to track instructor-led training (ILT), for example, and sought improved reporting on learner progress. They also needed to be able to offer content from a knowledge base and document library that ensured that each of their customers had access only to their branded content.

The highly motivated Dealer-FX team needed to move quickly to seamlessly transition to a new LMS.

The Solution

The SmarterU team had just over two weeks to implement a solution and ensure that critical data, customer records, and existing branding and customizations transferred smoothly to Dealer-FX's new SmarterU LMS.

Prior to implementing SmarterU, the Dealer-FX team worked with a sandbox system. SmarterU's Client Success team was there for them from day one — on daily calls to answer questions. And the Dealer-FX team had questions; they kicked the tires on every aspect of SmarterU.

The preparation paid off — the Dealer-FX and SmarterU teams collaborated on a speedy deployment, pulled in legacy data, and created custom, branded portals and dashboards for each Dealer-FX client.

The smooth transition included:

- ✓ Creating a single account with SSO
- ✓ Launching external branded portals that control learner-side branding
- ✓ Migration and support for existing SCORM and video-based eLearning courses
- ✓ Enabling learners to self-enroll in courses and learning plans
- ✓ Importing more than 30,000 users while establishing a group structure that kept dealerships separate
- ✓ Launching with 70 courses, plus ability to add ILT courses
- ✓ Deploying customized reporting for client coordinators, instructors, and management
- ✓ Developing and implementing a knowledge base with restricted, permission-based access by brand
- ✓ Implementing automated, branded emails and reminders



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The SmarterU staff were incredibly knowledgeable and easy to work with during the implementation process. They knew exactly how to customize the system so it would work perfectly with our unique training needs.

Our implementation was very organized and efficient. The SmarterU Academy provided us with all the information we needed to drive us forward quickly and efficiently. The support website is very well organized and can address any questions that may come up while administering the tool.

— Carmel Hodgins, manager, culture & engagement, Dealer-FX