

The logistics of long-term success.

TIP Trailer Services expands beyond compliance training to create an internal learning culture using the Adobe Captivate Prime LMS.



“We’ve grown the role of Adobe Captivate Prime from supporting statutory compliance to helping TIP Trailer Services stay relevant in a dynamic business environment.”

Anna Nevskaja, Project Manager for Change Management & Training, TIP Trailer Services Management BV

SOLUTION

Adobe Captivate Prime

RESULTS



Upskill **COURSES** created quickly and efficiently



SUPPORTS strategic growth



MOTIVATES employees and improves knowledge **RETENTION**



Trains 2,000 online **LEARNERS** in 17 countries in 12 languages



TIP Trailer

Established: 1968

Employees: More than 2,000

Trailer Fleet: 66,000

Learners: 2,000 learners in 17 countries
in 12 languages

Amsterdam, The Netherlands

www.tipeurope.com

CHALLENGES

- Efficiently providing upskill training
- Gaining strategic business value
- Motivating and engaging employees in learning
- Delivering global, multi-language training with a small team

“TIP Trailer Services has created 20 courses, each with 2 to 8 modules in 5 months.”

Anna Nevskaja, Project Manager for Change Management & Training, TIP Trailer Services Management BV



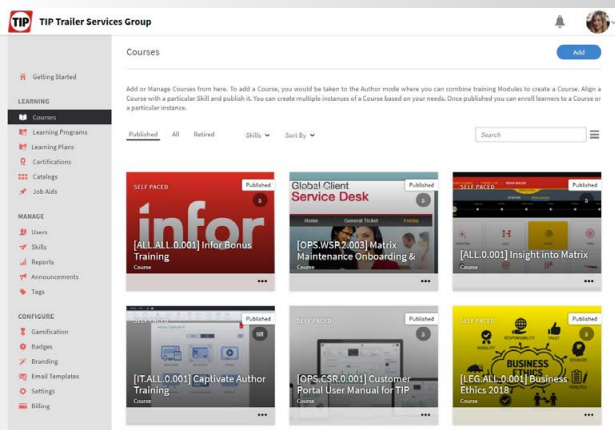
Powering opportunity with technology

Trucking dominates overland shipping in Europe and Canada, carrying more than 70% of their freight. Industry forecasts predict that successful transport operators will need flexible, cost-effective resources that can scale to meet demand as Europe’s and Canada’s economies grow.

Trailer rental and leasing is a popular solution for transport managers who don’t want to tie up capital on trailer purchases. Netherlands-based TIP Trailer Services wants to be the trusted advisor and provider for logistics operators and retailers seeking alternatives to owning and maintaining fleets. The company operates one of the largest and most diverse trailer, tanker, intermodal, and truck fleets in the world. In addition to 66,000 vehicles, TIP Trailer Services offers maintenance and repair services from 86 workshops and more than 179 mobile units.

Competition is driving companies like TIP Trailers Services to seek efficiencies through technology, such as telematics, freight exchange platforms, and fleet management systems. In 2017, TIP Trailer Services invested more than €3 million to develop and deploy core business applications in the cloud and roll out tablet-based technologies in its branches and workshops.

“We started our company-wide digitization project at the end of 2017. It focuses on improving our workshop productivity and on strengthening our role as a strategic advisor to our customers,” says Anna Nevskaja, Project Manager for Change Management & Training, TIP Trailer Services Management BV. “Our objectives include improved customer service, increased sales, higher productivity and efficiency, and greater business agility.”



“The Fluidic Player even lets TIP Trailer Services learners bookmark course sections across content type and take notes within the player, which enhances learning retention.”

Anna Nevskaja, Project Manager for Change Management & Training, TIP Trailer Services Management BV

Efficiently training new skills

To realize the digitization project’s business goals, TIP Trailer Services needed to quickly train its diverse employee groups to use the new, custom-built enterprise resource planning and fleet management system. The training challenge prompted the company to update its eLearning processes.

The TIP Trailer Services team wanted to quickly kick start its training programs. While the team was creating new content, it also wanted to reuse existing reference documents, videos, and train-the-trainer Microsoft PowerPoint presentations. Adobe Captivate Prime helped deliver the existing training while the team continually added modules.

“TIP Trailer Services has created over 20 courses, each with 2 to 8 modules in 5 months,” says Nevskaja. “Besides the intuitive user interface in Adobe Captivate Prime, the ability to deliver training to mobile devices helped us upskill our mobile workforce so they could deliver superior customer service.”

Aligning training to business goals

TIP Trailer Services originally implemented Adobe Captivate Prime because of its ability to track course completions and generate reports for required compliance training. With its new focus on re-skilling and up-skilling a global workforce, TIP Trailer Services uses Adobe Captivate Prime to advance strategic business goals.

“We’ve grown the role of Adobe Captivate Prime from supporting statutory compliance to helping TIP Trailer Services stay relevant in a dynamic business environment,” Nevskaja says. “The flexibility to deliver all forms of training organization-wide in Adobe Captivate Prime are particularly well-suited to our growing software training needs and the reporting lets us show our progress to management.”

As TIP Trailer Services continues to build courses and modules with Adobe Captivate Prime, the company is also developing internal career progression plans. The goal is to align training with career pathing and eventually to offer certifications that support employee promotions. Nevskaja also plans to teach regional teams how to digitalize their learning programs.

“At the moment, I’m producing and organizing most of our learning materials,” says Nevskaja. “But Adobe Captivate Prime gives teams across Europe and Canada the ability to customize and reuse existing original content and, soon, develop original content.”

Knowledge retention through engagement

The Fluidic Player in Adobe Captivate Prime enables TIP Trailer Services to seamlessly play back almost any content type on desktop and mobile device browsers. Besides PowerPoint presentations, Captivate Prime delivers content in formats including MP3, MP4, DOCX, PDF, Adobe Captivate and Adobe Presenter, HTML5, SCORM or AICC packages, and xAPI-compliant content.



SOLUTION AT A GLANCE

Adobe Captivate Prime

For more information

www.adobe.com/products/captivateprime.html



Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

“The Fluidic Player even lets TIP Trailer Services learners bookmark course sections across content type and take notes within the player, which enhances learning retention,” says Nevskaja. “We also like how Adobe Captivate Prime lets learners change features, like languages and formats, to meet their individual needs and preferences.”

Supports global learning

Nevskaja is the sole full-time resource devoted to eLearning at TIP Trailer Services. She gets help developing content from subject matter experts and HR. However, creating new core business systems training challenged the small team.

TIP Trailer Services needed a fast, scalable solution to help train roughly 2,000 learners in 17 countries in 12 languages. End users range from management to maintenance to administration, including many who are on-the move or working remotely.

“Adobe Captivate Prime met all our needs for global learning delivery,” Nevskaja says. “Having an LMS that can do it all has made a world of difference to TIP Trailer Services.”