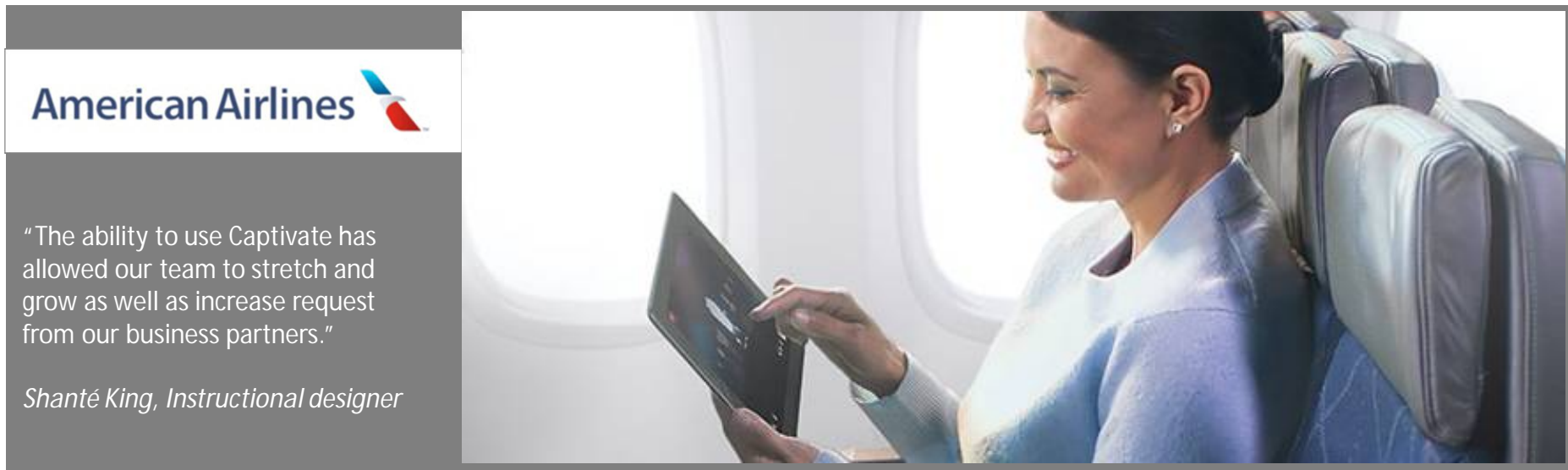




## American Airlines | "Great is what we're going for".

American Airlines, one of the largest airlines in the world, created and delivered over 200 complete courses using Adobe Captivate.



### SOLUTION

Adobe Captivate

### RESULTS



#### Easy Deployment

Helped author over 200 courses and deploy across multiple device platforms.



#### High Engagement

Allowed creation of application simulations that helped fulfill learner objectives.



#### Responsive Learning

Helped create responsive e-learning content and drag and drop interactions.



#### Increased Potential

Increased team capacity and requests from business partners

## American Airlines

Founded in 1926

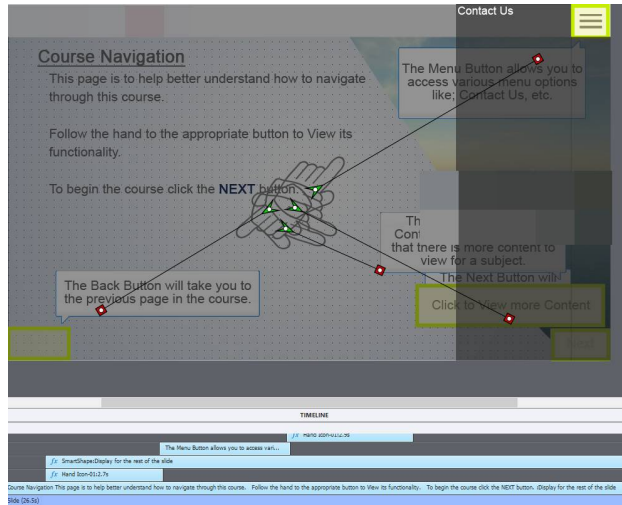
Employees: 125000+

Fort Worth, Texas

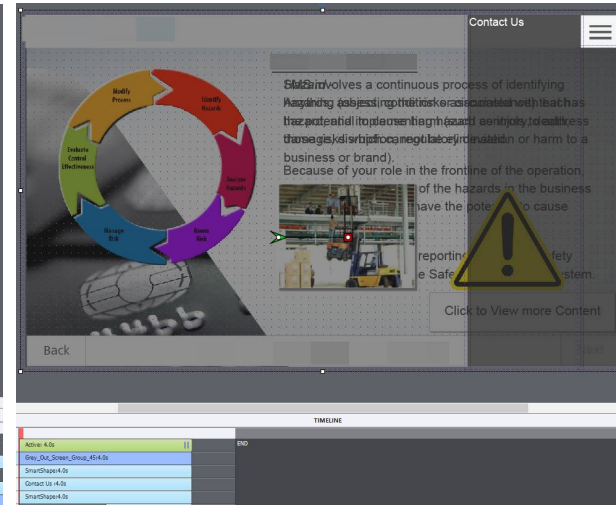
<https://www.aa.com>

## CHALLENGES

- Creating and implementing mobile learning content
- Help learners adapt to organizational learning curve
- Converting legacy content into interactive courses



Content creation using Adobe Captivate



## Learning and Development at American Airlines

At American Airlines, the biggest drivers of learning are adhering to FAA guidelines and meeting statutory compliance, staying industry relevant in a dynamic business environment, building a culture of innovation, handling competitive pressure and enabling trained engineering and maintenance teams. The learners at American Airlines tend to prefer easy-to-use mobile learning courses that can offer a fantastic learning experience with personalized training and gamification. This has paved the way for an elaborate, yet robust training program at the organization.

The Training team at American Airlines operates from multiple locations across the US and consists of the Operations President, Regional Manager, Base Supervisors, Leads and level team members. It rolls out over 300 courses which includes Extended Enterprise and Franchisee training, Professional Development training, Customer Business Communication training, New Employee Orientation training, Technology Skill training, Leadership training, Soft skills, Application Simulation, Technical Training, Video Based Learning, Virtual Reality Demonstration courses related to aircraft safety, passenger safety, flight instruction and flight simulations and more, every year. The team also trains its line and base engineering staff on HR compliance related principles and FAA Guided corrective action /training solutions using various tools.



## SOLUTION

Adobe Captivate

For more information  
[www.adobe.com/products/captivate.html](http://www.adobe.com/products/captivate.html)

## Challenges in Content Creation

The challenges in creating content were, creating and implementing mobile learning content, Ensuring that its learners adapt to the learning curve within the organization when working with other outlying teams and Converting legacy content into interactive courses.

## Overcoming challenges with Adobe Captivate

With Adobe Captivate, the training team at American Airlines was able to create and deliver over 200 courses (half of which were e-learning courses and the rest interactive content) that were authored once and deployed across multiple device platforms within the organization seamlessly.

Adobe Captivate's ability to create responsive e-learning content, application simulations and drag and drop interactions has helped the organization achieve its learning objectives successfully by maximizing its learner engagement.

"The ability to use Adobe Captivate has allowed our team to stretch and grow as well as increase request from our business partners", says Shante King, Instructional Designer at American Airlines, who is also registered to become an Adobe Captivate Specialist to help assist **his** team through technological changes.