

CASE STUDY

eLEARNING SOLVES SATISFACTION CONCERNS

Ardent



When a Great Product Isn't Good Enough

Historically, American Honda's vehicle sales have hinged on its industry-leading engineering. However, customer loyalty trends demonstrated that product quality alone was no longer enough to ensure customer satisfaction, owner loyalty, or future sales. American Honda needed to improve customer satisfaction levels by delivering a superior customer experience.

AT A GLANCE:



INDUSTRY:

Automotive



SIZE:

31,000
employees



SOLUTION:

Custom eLearning
Courses





CHALLENGE:

Ardent worked with American Honda to perform a comprehensive needs assessment including a detailed analysis of the J.D. Power Sales Satisfaction Index (SSI) results to identify key areas in need of improvement. As a result of this research, we identified the following key areas as critical for improving the performance of retail-level sales managers and sales consultants:

In the end, they identified training needs in the following six areas:

1. Customer handling
2. Client-focused sales process
3. Managing luxury car customers
4. Using core technologies in sales presentations
5. Exceeding Customer Expectation Levels for Life (EXCELL)

SOLUTION:

Custom eLearning Courses

Ardent set to work on web-based training courses focused on the company's content goals. Keeping learner engagement at the center of our strategy, we incorporated rich media and interactive elements that brought fun activities and challenges to the digital classroom.

Learners not only consumed the necessary information, but they also tested their new skills in real-world scenarios and relatable case studies. The eLearning courses also helped learners monitor their progress and identify opportunities to define short-term and long-term goals.

RESULTS:

Ardent's courses were a hit! Equipped with a client-focused sales process and techniques to delight a variety of customers, retail employees could now meet customer expectations.

Company leaders reported overwhelmingly positive feedback.



Has your learning strategy reached the end of the road?

For more information on engaging learning solutions

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