



Leader in
Automotive Retail
Performance Management

White Paper

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Training Process Management: An Information Technology Based Approach

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Synopsis

Most of the challenges in automotive retail training are driven by inefficient training process management & program administration and not by quality of training content or trainers. Considering that adequate flow of information is the biggest obstacle in efficient training process management, an IT based training process management approach can be a real solution. This paper presents a framework for the same.

Introduction

Our experience and many case studies on training effectiveness in auto retail bring forward a few common challenges across OEMs and dealerships. All of them are related to the vague nature of training initiatives and all of them directly impact the effectiveness and ROI of training initiatives. While we decided to find a solution to this challenge our hypothesis is:

"The fuzzy nature of training initiatives is driven by inappropriate information flow in the system. In a way, all the current inefficiencies of training can be directly or indirectly attributed to this lack of information."

Above definition of the problem immediately brings forward an idea to use information technology to tackle the "information flow" issues. While we have a precedence of Learning Management Systems (LMS), we would like to argue that most of them are designed to be used as "learning facilitators" and provide "scalable learning environment" but do not address the problem of training process management.

Before we proceed further in developing our solution framework for the training process management let us define it:

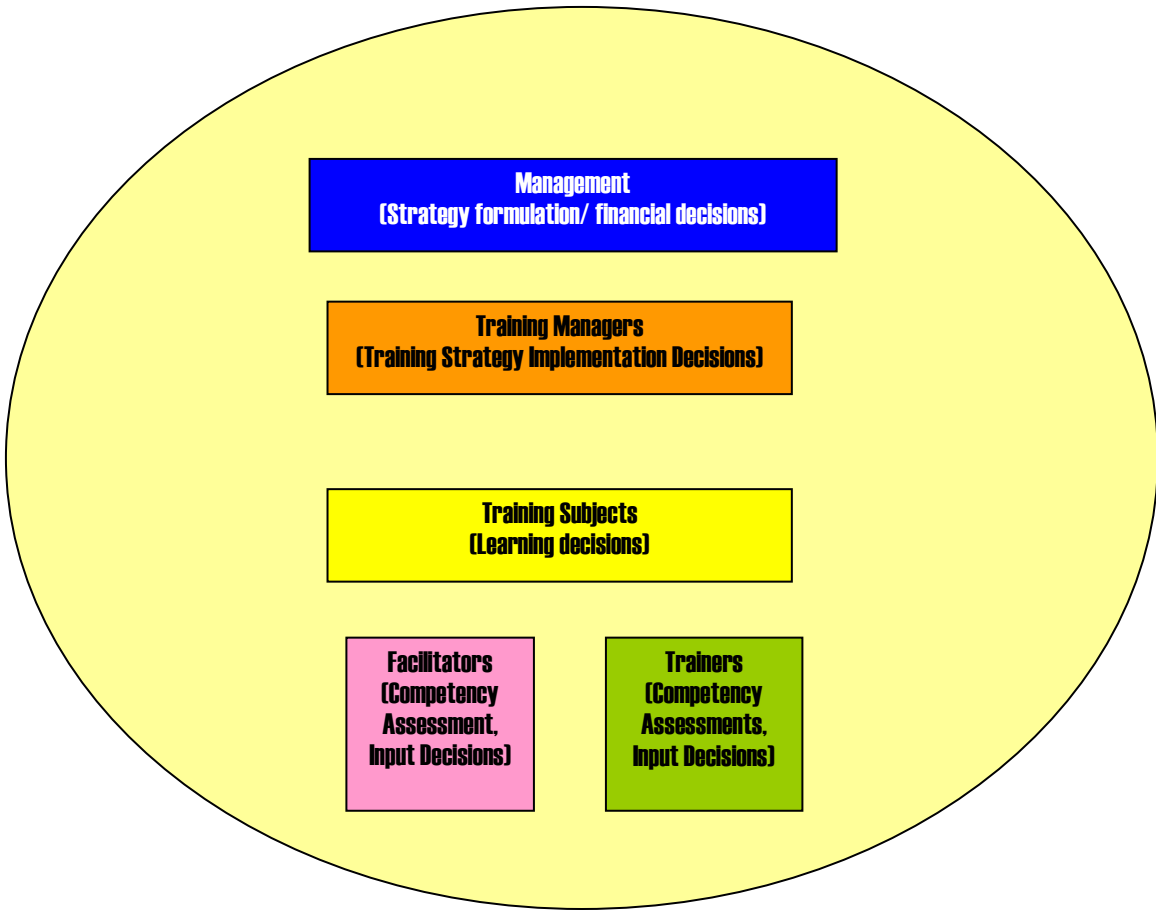
Training Process Management (TrPM) is the act of identifying, measuring, directing and controlling the variables that determine the

need for training. These variables can be seen in form of competencies required for optimal business performance.

This leads us to conceive a platform and environment that facilitates information flow among various agencies involved in and responsible for training process. These agencies are:

- Training Subjects
- Supervisors/Learning Facilitators
- Trainers/Training Partners
- Training Managers
- Management

The platform links all these agencies and facilitates information flow among all of them and also works like an LMS to offer learning activities.



Training Process Management Tool

Based on the above framework a web based tool that offers a comprehensive interface for all the parties involved to register and to track competencies, training efforts, certifications, calendars, schedules etc. can be developed. This tool may also have some analytics for the management in form of “competency indices” or “compliance indices” which clearly provide the data for offering rewards for compliance and formulate the training strategy for future.

DealerTrac™: Network Competency Management Tool for Automotive Business

idea7's DealerTrac is a tool that uses above principle for managing the dealer training process. It links all the dealerships using a web based platform. OEMs can track the dealership competencies on real-time basis and can use this tool to plan their training initiatives. This tool also offers the facility to be used as a learning management system to facilitate scalable learning.

Conclusion

Training process management problem faced by most companies is actually an information flow problem that can be tackled by use of information technology. The solution to the problem is to use a Competency Management Tool that offers uninterrupted information flow among all the parties involved in driving training initiatives.

About idea7 Automotive

idea7 Automotive is a leading provider of auto retail solutions in India. It works with many leading automotive companies and

assists them with training, consulting, technology & outsourcing services for retail business.

To know more about us visit www.idea7.net or write to us on assist@idea7.net.