

How Tata Motors Achieved **45%** Increase
in Top Performing Dealership Sales Staff:

A Case Study by **G·CUBE**
AN MRCC GROUP COMPANY



G-Cube & Tata Motors Won Gold at LearnX Awards 2021

(Category: Best Learning Technology – LMS)

10000+

Employees Trained
Seamlessly

450+

Online Learning Activity
Done Country Wide

95%

Dealership Sales Staff
Completed Mega Online Test

45%

Increase in Top
Performing Sales Staff

About The Client

Tata Motors Group (Tata Motors) is a \$34 billion organization founded in 1945. It is a leading global automobile manufacturing company with a diverse portfolio that includes an extensive range of cars, sports utility vehicles, trucks, buses, and defense vehicles. They are India's largest automobile manufacturer and continue to take the lead in shaping the Indian commercial vehicle landscape, with the introduction of leading-edge powertrains and electric solutions packaged for power performances and user comfort at the lowest life-cycle costs.



The overall employee strength across all levels is more than 75K.



Tata Motors have sold around 8.37L vehicles with more than 8800 Sales & Service points.



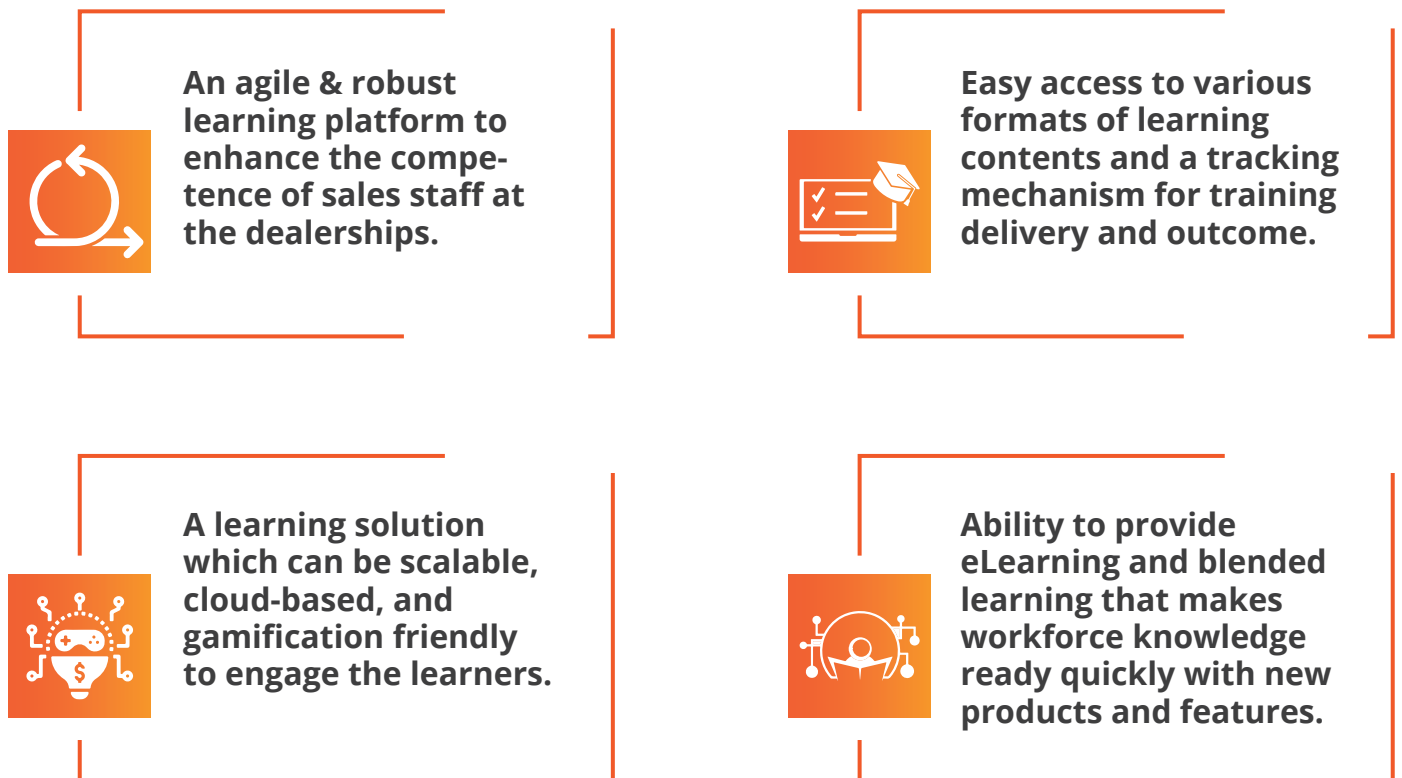
They are among the Fortune Global 500 list of the world's biggest corporations.



Business Requirement

Till 2020, Tata Motors was training their dealership staff in the traditional method of classroom training throughout the country. With such a widespread dealer network which is the primary business yielding workforce for Tata Motors, the organization needed to regularly train the sales workforce at the dealership on their products and processes. The face-to-face training sessions were arranged at a central location for the sales teams of these dealers, however due to unstructured classroom-based training approach they were failing to deliver standardized training. This was affecting their business as it was time-consuming as well as expensive.

When they approached G-Cube to find a digital learning solution, they had specific needs -



Major Challenges Faced



With a distributed dealership network, there was a constant requirement to enhance sales team's on - the - job performance. In most cases, these employees needed a push to participate in the training.



The ILT sessions were not blended, thus the digital approach of training could not be followed. Circulating training material for every new training was cost-intensive and time- consuming.



Due to sales data being placed across multiple systems and reports being excel - based, this was becoming a challenge due to data continuity for automatic analysis not being available.











The classroom training session was getting quite a time-exhaustive and coordination with the dealerships to ensure maximum participation was becoming a logistic challenge. There was also an overall delay in receiving real-time data about training delivery and participation.

Solutions

G-Cube's team built an **LMS** called as "**Tata Motors eLearn Academy**", a modern learning management system that not only delivered learning content but builds an engaged group of learners. A system with the capability to handle training needs for targeted learners ranging from Dealer GMs, Dealer Sales Executives (DSE), Dealer Sales Managers (DSM), and NEEV (Rural Sales).



-  The **LMS** was integrated with the dealership management system to import all information related to the users.
-  The **LMS** automated user creation process and captured the company hierarchy with configurable system roles and privileges for better management.
-  The automated workflows have been created with content categorization to make bulk assignment of training easy for the **10,000** users according to their job roles based on information from the dealer management system.
-  The **LMS** allowed self-registration of employees with easy navigation and user-friendly learner's dashboard for the blue-collared workforce.
-  The **LMS** helped trainers to track the progress of learners, their history and get real time data on their training attendance and records.
-  The eLearn Academy **LMS** has a complete classroom training module with management options for training room, instructors, classrooms, attendance, batch size and waiting room, inventory and even the budget.
-  The **LMS** is built compatible for third party app integration like Zoom integration for virtual classrooms or webinars. This helped trainers with auto attendance tracking and reporting.
-  The **LMS** can perform organization wide skill gap analysis, map skills/competencies to job roles, perform training need analysis and recommend courses to learners based on performance.

Impact

The **“Tata Motors eLearn Academy” LMS** helped the client with revolutionizing the training function by increasing the knowledge and sales performance of their staff significantly. The digital learning platform not only standardized training for their dealerships across geographies, however made the overall training process faster. The LMS has achieved the following milestones in the short span.



-  **45%** increase in top performing dealer sales staff after the implementation.
-  **293** orientations made training deployment faster and **152** online eLearn launches done country wide.
-  **95%** plus dealer sales staff completed Mega Online Test.
-  **10,000+** users are regularly being trained on **32** eLearning modules while capturing the training data for each user.
-  The entire training MIS has been uploaded on the **LMS** making decision making faster.
-  The system provides on-the-go learning along with On-Job-Evaluation **(OJE)** module to make training strategies more accessible and agile.

Testimonial

There was a need to adopt hybrid learning model of onsite and online learning to overcome challenges posed by pandemic. With implementation of the LMS eLearn Academy, we were able to overcome the manual work and Excel files that were maintained before. The manual work related with assigning of training, attendance records, eLearning courses, conducting tests, evaluations, reports, etc got automated after implementation of eLearn Academy. G-Cube has played a very significant role in customization of the learning platform and providing a digital place for meeting learning needs of our dealership sales staff.

**– Head Sales Training,
Tata Motors**



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