Case Study | Equipment Rentals

Instructor Delivery Services: Optimizing Technology Adoption

Business Challenges:
- Technology Adoption
- Change Management

Services delivered:
- Consulting
- Program Management
- Curriculum Mapping
- Instructor Delivery Services
  - Sourcing
  - Logistics and Management

Results and Benefits:
- Delivery to over 600 locations
- Technology-driven cost efficiencies
- Enhanced customer satisfaction and brand perception
- Detailed metrics to inform decision making
- 20% reduction in operating costs

“The client’s CEO called the proposed system roll-out the most important initiative of the year.”
Learning Services

Who is our client?

Our client is one of the world’s largest equipment rental companies, with hundreds of branches throughout North America. It deploys billions of dollars’ worth of industrial, construction, and homeowner rental equipment to a diverse client base ranging from government agencies and major manufacturers to individual home builders.

What was their business challenge?

Our client needed to improve cost efficiencies in the face of skyrocketing fuel prices and stiff market competition. Their management identified the need to move from an inefficient, paper-based routing and equipment logistics process to a technology-based solution, although this entailed a significant cultural shift in its day-to-day operations. This planned investment in technology was intended to modernize operations across the board, slash operational inefficiencies, and provide suitable metrics to enable management to make smarter business decisions— and ultimately improve the company’s margins. The client's CEO called the proposed system roll-out the most important initiative of the year.

The client sought an outsourcing partner to provide the scalable technical expertise and complex program management necessary to drive user adoption of the new system by training employees at the company’s vast network of branches.

How did training play a part in the solution?

Training and change management were identified as key success factors in ensuring the effective roll-out and adoption of the technology. Drivers, dispatchers and managers alike required a hands-on introduction to the use of new handheld digital devices, logistics and mapping software and applications designed to optimize routing and delivery. Employees with differing baselines of technological understanding also required a practice environment and individualized support.

How did Xerox Learning help?

Xerox learning analysts consulted with the client to identify strategies for optimizing user adoption. We then designed a targeted, blended learning program that included face-to-face training delivery as well as performance support.

Employees benefited from initial instruction with hands-on practice in a controlled environment, and from flexible ongoing support, including one-on-one training, troubleshooting, and technical assistance once the system went live.

In addition to sourcing suitable instructors, we also staffed the key Project Lead and Delivery Coordinator roles. Our Project Lead worked closely with management to identify program performance metrics for tracking and reporting measures of success, in addition to guiding program implementation on the ground. The Delivery Coordinator managed communications, event scheduling, and transportation of training materials to hundreds of branches across North America.

After working on the project for six months, our team analyzed feedback and refined both logistics and training strategies. The client’s management valued our proven capabilities and scaled back their team’s direct involvement by entrusting us with the following core responsibilities:

- End-to-end project management
- Training delivery coordination
- Instructor sourcing, logistics and management
- Continuous feedback and process improvement

Results and Benefits

Through our outsourcing partnership, we provided our client with rapid scalability to implement the roll-out and manage the leap from antiquated paper-based processes to a new technology-enabled approach with minimal disruption to operations. We have successfully converted over 600 branch locations to the field automation technology and trained thousands of employees with a team of nearly a dozen expert facilitators.

With a faster and more accurate delivery system in place, the company has boosted customer satisfaction and bolstered its brand reputation.

The technology-driven improvements have helped our client instigate improve operational efficiencies such as more timely, accurate and efficient deliveries; more accurate electronic record-keeping; and reduced vehicle idle time. Two and a half years after the initial roll-out, the initiative has helped our client realize a 20% reduction in operating costs based on successful training and adoption of the paperless solution by end users.

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