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Semler Group revolutionizes mandatory training through LMS365 and integration with Microsoft 365

Challenge

Semler Group brings efficiency and engagement through LMS365

The leading Danish car importer Semler Group imports vehicles across more than 15 brands including luxury brands as Audi, Porsche, and Bentley. The L&D department at Semler Group runs Semler Academy which is a training and certification programme that delivers the required knowledge and skills for sales, service and technical staff across the group and a network of resellers.

The Academy supports great service for learners while also meeting the mandatory levels of knowledge required by the Volkswagen Group. Semler Group also has an ambitious digital strategy which includes investing in Microsoft 365. Faced with an existing e-learning portal that neither provided a satisfactory learning experience nor aligned to the company's digital strategy, the learning team were seeking a compelling new learning platform for the Semler Academy that would support leading-edge learning and development for years to come.



LMS365 has been the perfect match for us. Working with a wide range of large brands like ours requires a high level of specialized knowledge. Now we can target learning content far more effectively with our "Training Needs Analysis", and the learner retention has increased significantly. Ultimately, better knowledge equals satisfied customers.

Morten Krüger Stadpris, Digital Learning Manager

Solution

Morten Krüger Stadpris, Digital Learning Manager, knew that it was important to find the right learning platform for the company that would be the right technical fit and cater for the complex range of knowledge topics and roles that need to be supported. Stadpris explains:

Our CEO has a vision to be the most digitally advanced company in our sector for customers, resellers and employees. We have a long-term IT strategy that focuses on Microsoft 365 and its various tools. The Semler Academy used an existing platform that neither engaged users nor lived up to our CEO's vision.

After starting a formal review of suitable products, the learning team discovered LMS365. Stadpris comments:

LMS365's ability to provide a modern learning solution that integrates seamlessly with Microsoft 365 really stood out for us. We also love that the system is very intuitive. LMS365 looks good, is easy to use and is engaging for our employees.

After a successful Proof of Concept (PoC) which included an evaluation of the ability to drive automation and tailored learning experiences by integrating with Microsoft's Power Platform, the team proceeded to develop a first-class learning experience within Semler Academy Online. This engaging learning environment is based on seamless integration between LMS365, SharePoint Online and Microsoft 365.

An important element of the learning platform is that it is accessible by both internal and external users, from both the Semler Group and the resellers network. This has been successfully achieved with 3,500 learners accessing the Academy course catalogue and material, a video channel, and a personalized dashboard display progress towards certification. Courses cover everything from communication to highly detailed knowledge about repairing different types of vehicles.

Results

The new learning environment has been an instant hit with staff. Stadpris comments, *"Feedback so far has been very good and positive!"*

One of the reasons for these high levels of engagement is Semler Academy's innovative approach to certification, where LMS365 has proven to be the perfect launching pad.

Initially all learners take a *"Training Needs Analysis"* course that assesses their existing knowledge in different areas; this has been set-up using LMS365's quiz editor facility. The analysis generates a personal training plan based on role and levels of knowledge displayed; the plan defines the path to certification through mandatory and recommended courses, as well as those modules which have been passed by demonstrating existing knowledge.

To help staff visualize their learning path, Semler Academy has leveraged LMS365's integration with Microsoft 365 using Power Automate, Power Apps and LMS365's API to extract learning data which is then displayed in an attractive and engaging format.

LL ***We have created a unique visualization of each individual's learning plan which displays courses a little like the cells of a beehive and uses colour coding to indicate progress. This is updated in real-time as courses are completed and acts as a gateway into the courses themselves.***



New innovative approach to certification



Better awareness of learning needs



Reduction in time spent on face to face training

Results

To boost internal career advancements, users can also view the certification paths that need to be taken for other roles, and do not have to retake modules they have already completed. The introduction of LMS365 is allowing the learning team to drive efficiencies, partly through the platform's automation but also through better awareness of learning needs. Stadpris comments:

“We are reducing the time spent on face to face training. Because of the training needs analysis, we can target learning content far more effectively and learners do not have to attend face to face training on topics they already know. This reduces the time spent on training with 50%, cuts down our costs and lessens our CO2 footprint as learners don't have to drive to our academy every time they need to attend training.”

LMS365 also gives learners far more control over their path to certification leading to better knowledge retention. Stadpris comments:

“LMS365 has allowed us to break learning down to small bite-size chunks which are easy to find. Staff can now access true on-demand learning to fit around their busy schedule.”

Future

At the moment the courses within Semler Academy only focus on knowledge but the learning team would like to apply similar approaches to skills and behaviour. Stadpris says:

LL *We'd like to use LMS365 and the upload of video to run a training needs analysis on skills. We can then take a more targeted approach for face to face training that focuses on behavioural change. That's the next chapter in this journey.*

Implementing the intuitive LMS365 mobile app is also part of the plan to further optimize the learning experience. This is especially important as many staff in the reseller network do not have easy access to a computer during the working day.

As Semler Group continues its digital workplace journey, the use of LMS365 will also evolve. For example, as adoption of Microsoft Teams and Yammer ramps up, users will be able to easily share and discuss courses, videos, and other learning assets. Overall, the new platform is having a significant impact and is even changing perceptions about learning, both across the group but also within the dealerships.

About

The Semler Group imports a range of vehicles throughout Denmark, principally from the Volkswagen range of brands. With 2,500 employees and a dealership network incorporating more than 2,000 people, it is the largest company in the automotive sector in Denmark.

Quick facts SEMLER GROUP

Industry: Automotive
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