Absorbie 2025 finalist

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Customer story

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Industry

Manufacturing (consumer electronics)

Use case

Employee upskilling, compliance training, frontline training

Solution

Absorb LMS, Absorb Engage

Challenge

- Inefficient training, increasing cost and limiting scale.
- "Blanket" program lacked visibility into technician skill gaps.
- No system for personalized training paths.

Solution

- Absorb LMS for data-driven, AI-powered personalized training.
- Blended model combining instructor-led sessions and eLearning content.
- Enterprise-wide rollout ensuring consistent upskilling and performance.

Results

- 21% year-over-year reduction in training costs.
- Significant improvement in technician performance metrics.
- Increased customer satisfaction and service network profitability.

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Summary

For a marquee brand like Whirlpool, trust depends on reliable, innovative products — and the highly skilled technicians who maintain them. To improve the performance of its frontline service network, the global appliance manufacturer adopted a data-driven LMS, built on Absorb, to replace broad, generalized training with personalized learning paths tailored to individual needs. The result: improved service KPIs, enhanced customer satisfaction and loyalty-fueled revenue for years to come.

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Brandon McMahan
Senior Instructional Designer

" Our Absorb-powered training program has not only improved each individual technician's performance but contributed to a significant increase in the overall performance of our service network. The key is to consistently seek innovative ways to assess learners, and design upskilling programs that are effective and adaptable — to drive real and measurable change.

Next-level service:

Whirlpool builds data-driven technician training program with Absorb LMS

Whirlpool is a global household name for nearly every appliance in the home. If it cooks, cleans, cools, cuts — or lately, connects and controls — then chances are Whirlpool, or one of its trusted brands, does it.

Founded in 1911 as the Upton Machine Company in Benton Harbor, Michigan, to produce the then-newfangled electric clothes washers of their own design, Whirlpool evolved through a series of mergers and acquisitions into a global home appliance powerhouse. Today, its broad portfolio includes equally iconic brands such as KitchenAid, Maytag, and JennAir — each with its own storied legacy.

Since co-founder Louis Upton first dreamed of adding an electric motor to a hand-powered washing machine, Whirlpool has been rooted in invention. Today, the company remains committed to innovation, sustainability, and improving life in the home through its products and values. Its current mission centers on earning trust and driving demand in an increasingly digital world.

A training program in need of strategic repair

Whirlpool's famously idle Maytag mascot, Ol' Lonely the repairman, may never need to put his repair skills to work — but to maintain the trust of millions of customers worldwide, the company trains a vast network of expert service technicians.

In 2022, Whirlpool launched an initiative to significantly boost service technician performance, targeting a 10% improvement in efficiency, including timely call completion, cost containment and customer satisfaction.

"Customer satisfaction remains a paramount focus, subject to continuous monitoring to ensure an exemplary service experience," says Brandon McMahan, Senior Instructional Designer at Whirlpool. "We wanted to facilitate **quicker problem diagnosis and expedite repairs, increasing first-time resolution rates, reducing repeat service calls, and optimizing overall operational fluidity**. This all leads to **higher overall customer satisfaction** and, ideally, **lifelong consumer loyalty**."

The company's previous blanket, push-based approach to training proved ineffective — often delivering unnecessary content or failing to address individual skill gaps. Whirlpool's training and development team recognized an opportunity to leverage existing performance data for **targeted upskilling**.

To address this — and maintain exemplary customer service — the team developed "Project Pull-up": a fundamental shift into a pull-oriented, **data-driven and personalized training program**. By using KPIs to identify areas of need across the service network, Whirlpool **tailored training to close specific skill gaps and enhance technician performance**.

At the heart of this corporate learning transformation is the adoption of Absorb LMS.

The fix: a data-driven platform for precision training

To meet the needs of its new training approach, the company implemented Absorb LMS, harnessing its robust capabilities to create a paradigm shift in how training was delivered. "This **data-driven methodology** was paramount," McMahan says. "On identification, customized skills assessments were developed and deployed via the LMS."

This allowed the learning and development team to assess to pinpoint specific areas technicians struggled with, replacing the anecdotal observations of the past with hard data-driven analysis.

"The results of these assessments then guided our targeted training strategy," McMahan adds. "Technicians were assigned **personalized eLearning courses and virtual instructor-led trainings that precisely addressed knowledge gaps**.

"This precision ensured our training resources were allocated efficiently and effectively, **maximizing the impact on the individual technician and collective performance**."

Custom reporting and analytics through Absorb are used to track progress, measure impact and continuously refine training strategies. Meanwhile, the LMS has enabled Whirlpool to **extend enterprise learning** efficiently across its vast technician network.

McMahan says the Absorb-powered solution and data-driven approach have helped the company meet its goals of **improving technician efficiency, reducing repeat service calls, and enhancing customer satisfaction**.

It has also fostered a culture of **continuous improvement and accountability** as the team demonstrated how a more highly skilled workforce mutually benefits customers, technicians, and the companies they work for.

"A cornerstone of Project Pull-up's success was our ability to forge strong collaborative relationships with our service network," McMahan explains. "We strategically presented the initiative as a 'net win-win' scenario, demonstrating clear benefits for all stakeholders."

Spinning up **scalable, impactful** AI-powered training

With the completion of Project Pull-up, Whirlpool's washers, dryers and ovens aren't the only systems that boast smart use of AI — its Learning Management System (LMS), customized for personalized frontline training, does too.

Whirlpool now uses **AI-powered personalization** within Absorb to **tailor learning paths based on performance data and identified skill gaps**. Technicians receive precisely the training they need.

Data Whirlpool has long been collecting, and now that data is being used not just to target training needs through its new platform, but also to spotlight the performance improvements resulting from its personalized, data-driven approach. First Call Completion (FCC), which tracks visit effectiveness, is up. Parts Per Claim (PPC), which flags excessive waste, is down. And Technician Ratings, reflecting overall customer satisfaction, have climbed significantly.

McMahan says the new program has been a clear success, based on several KPIs.

- **Reduced training costs:** By transitioning from a predominantly instructor-led model to online eLearning, Whirlpool reduced costs. Also, its targeted focus — on areas of need — reduced development costs. Combined, the company **cut training costs by 21% year-over-year**.

- **Improved technician metrics:** Whirlpool achieved a **14% improvement in FCC** — well above the company's 10% target for improvement — and an **8.2% increase in customer satisfaction**. "This was the first time we were able to really quantify our training impact with real, tangible results through increased metrics," McMahan says.

- **Enhanced customer satisfaction:** Improved technician performance has **directly increased customer satisfaction** with their service experience. Says McMahan, "This is at the core of what we do as an organization, striving to constantly improve life at home."

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Improved technician efficiency and increased service capacity have translated into **higher revenue** for their own businesses. McMahan notes that this profitability is a powerful incentive for Whirlpool's service network to make the most of the upskilling program. For Whirlpool, it has resulted in a **more efficient and impactful learning** program, extending across the enterprise with scale.

"Our Absorb-powered training program has not only improved each individual technician's performance but contributed to a significant increase in the overall performance of our service network," McMahan notes. "The key is to consistently seek innovative ways to assess learners, and design upskilling programs that are effective and adaptable — to **drive real and measurable change**."

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