



Customer story



Industry

Storage facilities and management

Use case

Employee onboarding, Employee upskilling, Compliance training, Product & sales training

Solution

[Absorb LMS](#)

[Absorb Create](#)

Challenge

- Need for uniform training across geographies.
- Ongoing expansion into new operations.
- Lean HR team to manage training and development.

Solution

- Absorb LMS for auto-enrollment and self-service.
- Create and Create AI for faster content creation.
- Absorb ADP integration for connectivity with HR systems.

Results

- Overwhelmingly positive learner feedback.
- Faster onboarding and skills training.
- Reduced HR workload associated with onboarding.
- Empowered employees across the US.

Summary

When Trojan Storage expanded into new markets, its priority was to provide consistent training to employees, regardless of business area or geographical location. The company chose Absorb LMS platform to deliver that unwavering learning experience to a growing number of new hires. With ADP services and Absorb Create, the company effortlessly enrolled and onboarded users, integrated existing resources, and spun up new content for emerging verticals in record time. Given feedback and cost savings, Absorb's features, and flexibility proved vital for empowering employees and maximizing resources for the company's small HR team.

Aimee Romero **Human Resources Manager**

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Trojan Storage turns to Absorb to enhance employee training and onboarding across the country

[Trojan Storage](#) provides affordable self-storage units with various sizes and features across California, Oregon, Washington, Illinois, and New Jersey.

Founded in 2007 by childhood friends John Koudsi and Brett Henry with headquarters in El Segundo, California, the company now offers 48 modernized storage facilities with a range of amenities to meet its customers' needs, whether storing personal items or business goods.



Trojan Storage is committed to providing a first-class customer experience through dedicated staff, clean facilities, and competitive pricing. To achieve this, employees are a major focus for the company: their well-being, work-life balance, education, and growth opportunities.

Always evolving, the company is expanding into new markets by acquiring and developing properties, and new operational areas — and as it grows, it seeks new talent to join its passionate team. The company builds new storage facilities, purchases existing ones, and provides management services for third-party facility owners.

Providing consistent training

In the fall of 2023, the company's HR team began the search for a learning management system to bring consistent training to its employees nationwide. With one director of training and development and new hires coming weekly, it was a challenge for the company to connect with and provide **uniform training across geographies – each with its own compliance requirements.**

"We wanted to get consistent training out to all our staff members no matter where they were," says Aimee Romero, Human Resources Manager at Trojan Storage. "We were finding it a bit of a trouble spot making sure every employee was trained exactly the same way."

She says the features of Absorb LMS made it the clear winner when selecting the company's new LMS.

Among the solutions' benefits was its **unilateral API-based connectivity with ADP TotalSource Professional Employer Organization** (PEO) services, important as Trojan Storage has a lean HR team. The ADP connectivity means whenever a new hire is made, the system automatically assigns training curriculum.

"The second reason we selected Absorb was because of its Create module," says Jeremy Copple, Sr. HR Manager at Trojan Storage. Copple says it's common for organizations to be forced to use 'cookie-cutter' training content with other Learning Management Systems. However, **Absorb Create (and Create AI) allows Trojan Storage to tailor its content to the organization.**

Effortless content creation & customization

“Create is what we were looking for and has been an easy way to develop focused content for our learners,” Romero adds. Before adopting Absorb, training was conducted using PowerPoint and Zoom.

Romero says she appreciated the flexibility Absorb gives to edit and modify uploaded content. **“It gave us the ability to retain the training we used previously, just integrate it and make it better,”** she says. “A lot of the other LMS solutions we’d have had to abandon everything we’ve already created.”

After a few weeks of using Create, Romero began to take advantage of Create AI. **“This was a game-changer because the modules could be created in seconds,”** she says.

Romero and Copple say Create AI has exceeded their expectations, as well as the LMS’s ease of use, and the support provided by Absorb.



Implementing Absorb

The company initially implemented Absorb to support the auto-enrollment of new employees into the required curriculum. Navigation is simple, with **employees accessing the “Trojan University” using a single sign-on through the company’s ADP TotalSource service.**

The LMS implementation, overseen by Romero, took place over only two months, with new course content created, using Absorb Create, over another two months.

The company set up four curriculums including onboarding, timekeeping, banking, and operations. These curriculums provides new employees with 18 courses to learn the ins and outs of their new job over approximately two hours. **Onboarding training that once took up to three months is now happening in weeks**, Romero states.

Today, the bulk of Trojan Storage’s learners are front-line employees across the country, but the company would

ultimately like to expand their education project into the corporate echelons.

“In the works is our corporate training,” she says. “These are trainings on how to do things here in the corporate office: how to use corporate management software, how to do expense reports, and things like that.”

Plans for future content also include breaking off courses between the company’s three front-line tiers: maintenance, assistant manager, and manager. This will provide support for **upskilling and employee career development**.

Currently, the focus remains on new hires, Romero says, which she calls the foundation of the learning program. Copple adds that as the program grows, the company is bringing more business units and vertical focuses online.



“Initially, the strategy was to create that new hire training curriculum to meet the need for consistent training across the board. We were geographically challenged. How do we train employees from all regions in a consistent way? But how do we make it seamless and easy for them?”

“Now that we’re expanding, we’re adding more vertically integrated business units, like Quick Stor, a self-storage management software, and our new contact center. How do we engage these new learners out in the front lines on sales and customer service?”

As Trojan Storage expands into different service offerings, it is using Absorb to contend with geographic diversity and remote and hybrid workers, he says.

“All of this digital transformation that we’re doing is allowing us to focus more on the people and empower our learners by giving them access to a repository of training content, micro-learnings, and custom-created content that applies to our business and is branded to Trojan Storage.”

Early wins

Response from employees to the Absorb-powered Trojan University has been overwhelmingly positive, Romero suggests. The HR team is using the **built-in Evaluation feature in Absorb** to receive feedback after each course.

“The feedback we’ve been given by our employees is that Absorb is easy to use, and just what we needed,” she says. “A lot of employees have said ‘this is exactly what we needed’ and some of them have been with the company for 15 years as we’ve been doing everything manually and in-person.”

“It’s just **so much easier to deliver the training now to our employees — in one second**. After we’ve developed it with Absorb Create and made it perfect, we can click a button and it’s right there at their fingertips.”



She adds that how Absorb is laid out and its ease plays a significant role in that employee feedback. It has also **reduced the workload** on the small HR team, who used to spend hours on Zoom during the onboarding process for each employee — an **estimated cost savings of more than \$20,000**.

“We are now able to allow them to navigate their onboarding journey on their own,” she says. “We can spend those hours building more training instead of doing things Absorb can do for us.”

Over less than a year, **more than 350 hours** of Trojan Storage employee learning has taken place on the Absorb platform, amounting to about three to four hours per employee. “And there’s more to come!” Copple exclaims.



Notably, the new LMS is giving Trojan Storage the ability to **improve employee performance and compliance with workplace standards and to better focus on its people’s success**.

“Absorb and Trojan University has given us the ability to assign courses that are specifically tailored to performance and workforce standards and procedures,” Copple says. “It provides me with the tools and resources to lead our T&D initiatives and for our managers to lead their teams. We’re giving them the resources to support their people and support their success.”

Looking forward, the company is considering leveraging Amplify and Engage to expand the capabilities of its Trojan University.



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