



**Customer story**  
Absorbie 2024 winner

## Ellana Venn

### AVP, Learning & Multimedia

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# Geotab improves engagement and course content with Absorb LMS

Headquartered in Oakville, in the Greater Toronto Area, [Geotab](#) is a global leader in connected vehicles and assets. The company develops telematics hardware and software for vehicles, using data analytics and AI to enhance fleet performance, improve safety and sustainability, while cutting costs.

Trusted by more than 50,000 companies across 160 countries, Geotab processes billions of data points an hour from more than 4 million connected vehicles worldwide — all while meeting strict cybersecurity standards.

The company's Learning and Development (L&D) team ensures that its more than 2,000 full-time employees and over 1,000 external partners receive relevant and engaging training, with many courses delivered through its LMS, dubbed MyLearning. Such a large and diverse group means the L&D team is challenged to account for a wide range of learner types and use cases.

# Creating custom training

To overcome the challenge brought on by the scope and range of its training, the L&D team launched an ongoing initiative to enhance learner engagement by creating customized user experiences tailored to Geotab's diverse learning audiences. The initiative focused on enhancing the user interface and making courses both more accessible and more engaging.



## To meet that focus, the L&D team established eight goals for the initiative:

1. Deliver personalized and relevant learning experiences, by customizing the user experience and user interface to cater to the specific needs of different departments and learners.
2. Provide robust customer service and support through a dedicated LMS team and distribution list, so the team could ensure prompt assistance to learners encountering difficulties and reduce instances of frustrated users quitting.
3. Motivate and incentivize learners to engage with the training content through gamified elements, such as leaderboards and badges.
4. Integrating seamlessly with Google services to allow automatic Google Calendar invites for scheduled training sessions.
5. Provide a wide variety of training formats, such as e-learning, microlearning, job aids, and videos, for variety and to enhance interest in learning.
6. Ensure the supply of essential courses, including mandatory compliance training, learning paths, and certifications, that offer high value and impact.
7. Develop two sides of the LMS — one for internal and one for external learners — tailored to the unique requirements of each group.
8. Make course content more relevant to learners.

“To gain support from key stakeholders within the organization, we clearly articulated the goals and benefits of the initiative, demonstrating how personalized learning experiences would lead to improved performance and engagement, and emphasizing the strategic importance of providing high-impact training like compliance,” says Ellana Venn, AVP Learning & Multimedia at Geotab.

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This strategic approach helped stakeholders recognize the value of the initiative and garnered their support.





# Enhancing engagement

The team used several techniques to enhance the user experience, including creating interactive social tiles on the home page, highlighting events, a learning leaderboard, and more. They customized the homepage with key courses, news articles, polls, and important links, and implemented role-based access views tailored to departments. Gamification was implemented to encourage engagement through leaderboards and points for completing training.

To date, Geotab has assigned 5,000 badges to learners completing courses, and it plans to offer more, further incentivizing learning and showcasing achievement. The team posts monthly updates using Absorb's news feature to share information about features and courses.

The team is using Absorb's "nudge" feature to automatically send reminders to learners to complete courses, while the platform's Manager Experience tool provides a manager-focused view of each team's learning data and member enrolment. Meanwhile, Absorb's language capabilities allow the global company to provide different translations of the user interface as needed for different regions.



## Improving course relevance

To make its LMS course content more relevant, the L&D team categorized courses by department, tailoring content and learning opportunities to specific employee and department needs. For external learners, custom training was developed, including the launch of learning tracks tailored to the needs of specific groups.

In addition, course content was organized by topics more relevant to learners, such as onboarding, compliance, product training, and live training, and courses were bundled to facilitate mass enrollment into multiple courses at once.

Absorb is being used to host the wide range of formats the company wants to offer (e-learning, microlearning, job aids, and videos), and to make access to the latest courses easy, the L&D team provided direct links to new course content. The company benefits from its range of in-house experts to offer instructor-led training over the platform.

To recognize which courses needed to be updated or dropped, the L&D team audited its LMS content using an automated auditing process developed by the team earlier in the year. This strategy ensured all content available on the LMS would be relevant and timely. Data analytics from the admin interface has allowed Geotab's L&D team to identify the most successful courses, so it knows what type of content to focus future development on.

The team improved the relevance and quality of content by removing 30% of 1,200+ courses and by better categorizing and labeling the content. This has improved training relevance and saved more than 160 hours a year related to maintenance and other activities.



92%

92%

71.5%

### Course satisfaction

Course satisfaction has skyrocketed to a 92% satisfaction rate, exceeding its target of 85%.

### Assessment scores

Assessment scores have averaged 92% versus a target of 80%.

### Course completions

Since undertaking its engagement initiative, overall employee course completions have hit 71.5%, surpassing the team's target of 70%.

## Exceeding metrics

“Absorb’s robust functionality helped our L&D team meet our goals of creating a personalized, engaging, and effective learning environment that met the needs of both internal and external learners,” Venn says. “MyLearning, built on Absorb, has been instrumental in developing, engaging, and connecting Geotab’s workforce.”

The impact of the initiative on Geotab’s L&D team’s strategic goals has been notable.



Enrollment is high too. In its first nine months, with a target of 45,000, enrollment reached 47,646. Venn attributes these metrics to the enhancements made to the company's LMS, especially the introduction of user experience improvements and customized landing pages, which have "cultivated an engaging learning environment."

**"Overall, ongoing improvements to MyLearning have played a pivotal role in maintaining and enhancing the company's dynamic learning culture, and our Absorb-powered LMS is the central learning hub within it"** Venn says.



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