

Absorbie 2025 **finalist**

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Customer story



## Industry

Entertainment technology

## Use case

Employee upskilling, employee onboarding

## Solution

[Absorb LMS](#)

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# Challenge

- Poor retention and low morale due to fragmented training.
- Limited employee accountability for performance.

# Solution

- Absorb LMS as foundation for new strategic learning program.
- Blended education with classroom training and digital modules.
- Role-based training featuring gamification and real-world scenarios.
- Tracking and manager involvement to promote accountability.

# Results

- Reduced service costs due to performance quality.
- More engaged and capable workforce with higher morale and job satisfaction.
- Greater client loyalty and positive recognition.

# Summary

When entertainment software provider Vista Group saw customer satisfaction in decline, it turned to education to nip the problem in the bud. It replaced its fragmented, ineffective training program with a scalable, strategic learning culture built on Absorb LMS. In only a year, the company has seen marquee results: positive customer feedback, greater job satisfaction and employee morale, and cost-cutting operational efficiency.



# Peter Evans

## Global Head of Learning & Development

“ Absorb LMS was not just a platform. It was the engine behind our transformation, both internally and externally.



# Vista Group builds a **strategic learning** **culture through** **Absorb LMS**

From film production and distribution to engagement and analytics software, [Vista Group](#) provides the behind-the-scenes tech that connects filmmakers and powers moviegoers' big screen experience.

Founded in New Zealand in 1996, the company is a global leader in cinema management software and digital solutions. Today, it supports cinema chains and theaters across more than 80 countries with a comprehensive suite of cloud-based solutions including cinema management systems, film distribution software, audience engagement tools, and box office reporting platforms.

Vista's global workforce of more than 700 employees, many of whom are film lovers themselves, is committed to innovation, collaboration, and a mission to enhance the moviegoing experience.

## Poor reviews: fragmented and ineffective training

Despite its enthusiastic goal, the company's training program left employees wanting. Fragmented and ineffective training created gaps in skills and service delivery, driven by poor knowledge retention and low morale among Vista Group employees.

Teams lacked a structured learning path, resulting in disengagement and limited accountability for performance improvement.

Company satisfaction metrics presented the challenge in stark black and white, prompting Vista Group's learning and development team to design a new **scalable, strategic learning program** — dubbed Chase Great — to transform how its employees would learn, apply their skills, and grow.

"The Chase Great initiative was born out of a clear and urgent need: our client satisfaction metrics — including customer feedback, and service ratings — were consistently underperforming,"

says Peter Evans, Global Head of Learning & Development at Vista Group. "Our teams were struggling to retain knowledge due to fragmented and ineffective training, which led to inconsistent service delivery and low morale."

The goals of the new program were to **rebuild client trust and empower staff, creating a culture that both addressed skill gaps and inspired employees to take ownership of their growth and development.**

"By embedding strategic learning into the heart of our operations, Chase Great aimed to create a ripple effect — better-trained, more confident staff delivering exceptional service, leading to happier clients and, ultimately, a more engaged and fulfilled workforce," Evans continues. "This wasn't just about fixing a problem — it was about reimagining what great could look like and chasing it relentlessly."

## Getting a **head start** on chasing greatness with Absorb

In 2023, the company selected Absorb LMS as the foundation for its new strategic learning environment.

“Absorb LMS was not just a platform. It was the engine behind our transformation, both internally and externally,” Evans says of the vital role the company’s new LMS plays in its learning strategy.

He adds that the company is harnessing the full capabilities of Absorb to deliver a structured, scalable, and engaging learning experience. A blended learning program, Chase Great **combines classroom-based training and digital modules**, catering to different learning styles and reinforcing concepts through discussion and collaboration. **Online and in-person sessions are all tracked through Absorb**, offering a complete view of progress and impact.



Essential to the initiative's success was aligning training with learners' needs, building a sense of ownership and accountability for development and performance. "Central to our approach were **clearly defined learning paths, tailored to specific roles and skill levels, ensuring every team member had a purposeful and progressive development journey**," Evans explains.

The learning and development team embedded accountability and visibility into the learning process using the **Manager Experience** in Absorb. Managers could now play a vital role in **training scheduling, monitoring progress, and driving engagement**. "This transformed learning from a passive activity into a dynamic, team-led initiative," Evans says. "It also allowed us to track **completion rates, identify knowledge gaps, and celebrate milestones, reinforcing a culture of continuous improvement**."

The learning and development team designed courses to be **interactive, relevant, and immediately applicable, incorporating built-in assessments and feedback loops** to ensure retention and drive real-world impact.

Through Absorb, the team introduced **gamification elements like interactive games, quizzes, and leaderboards to fuel motivation and healthy competition**. Engagement is tracked through Absorb and top performers are celebrated.



Using the LMS features, Vista Group implemented several particularly creative approaches, including:

- Simulations where staff step into the shoes of clients
- to better understand their frustrations and expectations.
- Weekly flash learning challenges to keep knowledge fresh and encourage spontaneous learning.
- Peer-led “power hours” during which high performers share tips and insights, fostering a culture of shared learning and recognition.
- Personalized learning dashboards that give employees a clear view of their journey, progress, and goals, and help managers to better tailor support and coach more effectively.

Evans says, “These creative and strategic methods made Chase Great not just a training initiative, but a movement that inspired our teams, impressed our clients, and delivered real business results.”

To show its commitment to improvement, Vista Group shared its new learning strategy with its clients, shifting perceptions and demonstrating meaningful action to address negative feedback. **“It built trust, strengthened relationships, and showed that we were genuinely invested in delivering excellence.”**

Not content to rest on its laurels, the learning and development team leverages the **reporting tools** in Absorb to glean the actionable data needed to iterate quickly and further align learning outcomes with business goals — contributing to still higher client satisfaction and employee engagement.



## A smash hit: happy clients, engaged employees, and better business

After its first year, the Chase Great initiative already demonstrated strong business impact: **improving the quality and consistency of customer service, and, importantly, reducing the risk of client churn.**

“Client satisfaction rose sharply,” Evans says. “Happier clients meant fewer complaints, more positive feedback, and a stronger reputation in the market. **This shift supported our retention goals and positioned us for future growth** through increased trust and referrals.”

Evans says previous “flight risk” clients now have renewed confidence in the Vista Group teams and processes. Vista Group now has a **more engaged and competent workforce, improving morale, productivity and job satisfaction.**

Operational efficiency has also improved, with **contact center queries resolved more quickly**, even as support ticket volume – and related service costs – declined. “Employees are more confident and capable, leading to **faster resolutions and fewer escalations**,” Evans explains.

“Clients consistently reported better experiences, more consistent communication, and a noticeable uplift in service delivery,” Evans notes. Clients have called the difference “night and day” and recognized the company’s investment in its people and processes.

“These results demonstrate that Chase Great was not just a learning initiative. It was a **strategic transformation that delivered real business outcomes** and strengthened relationships across the board.”

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lives, workplaces and communities.**

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