



MOTIVE LMS CUSTOMER SUCCESS STORY

Growth Creates Challenges, Opportunities

When UK-based Menzies Aviation, a division of John Menzies PLC, purchased Aircraft Service International Group (ASIG) in early 2017, its reach into the Americas greatly expanded and it immediately grew from 5,000 to over 11,000 employees who lived and worked from Canada to Columbia, spoke different languages, had their own payroll and benefits systems, and varying regulatory compliance standards.

The company provides aircraft refueling and fuel farm management; cargo transfers and tracking to and from aircraft; baggage handling and claims; passenger gate services; executive services; and plane de-icing and cabin cleaning. It also provides data, trends and analysis to improve its airline and airport efficiencies and enhance customer experiences.

The newly formed Menzies Aviation Americas division needed a Learning Management System (LMS) that could address its many employee training requirements and interface with its human resources platform to accurately track compliance of everyone on its payroll. Prior to the acquisition, Menzies Aviation was using a custom database to manually track employee training. The system was limited in capabilities and didn't have the capacity to manage the additional workforce. Fortunately, the purchase came with a bonus: a contract with Motive Learning and the demonstrated success of its Motive LMS platform.

Right Place, Right Time, Win-Win

Motive Learning's team of instructional designers, media developers and programmers had proven their ability to customize both the content delivery platforms and the software to accommodate ASIG's central training and compliance system, which tracks and records each employee's learning and compliance status.

"Menzie's Aviation has an LMS system that it uses in the UK and Europe, but it didn't meet our unique needs here in the America's and would have taken a great deal of time to bring it up to the level of what Motive Learning was already providing," said Jane Bernier-Tran, Training and Regulatory Director at Menzie's Aviation Americas. "Motive Learning's LMS had been used successfully and their platform was able to adapt to our specifications. After comparing the systems we had available, it was clear that we would go with Motive Learning."

Since renewing its license with Motive Learning, the new Menzie's Aviation LMS has successfully merged employee and training data for staff at 130 stations in 90 airports now under the Menzie's Aviation umbrella.

Among the accomplishments:

- Maintaining 6,500 user legacy accounts into the Menzie's Aviation Americas LMS while adding 9,000 new user accounts
- Updating legacy employee logins to meet the new Menzie's Aviation configuration
- Cross-referencing legacy employees to the new Menzie's Aviation Training Matrix and ensuring compliance

With the addition of a new Motive Batch Upload feature, companies can now transfer over 100,000 employee training records, leaving Menzie's Aviation plenty of room to grow.

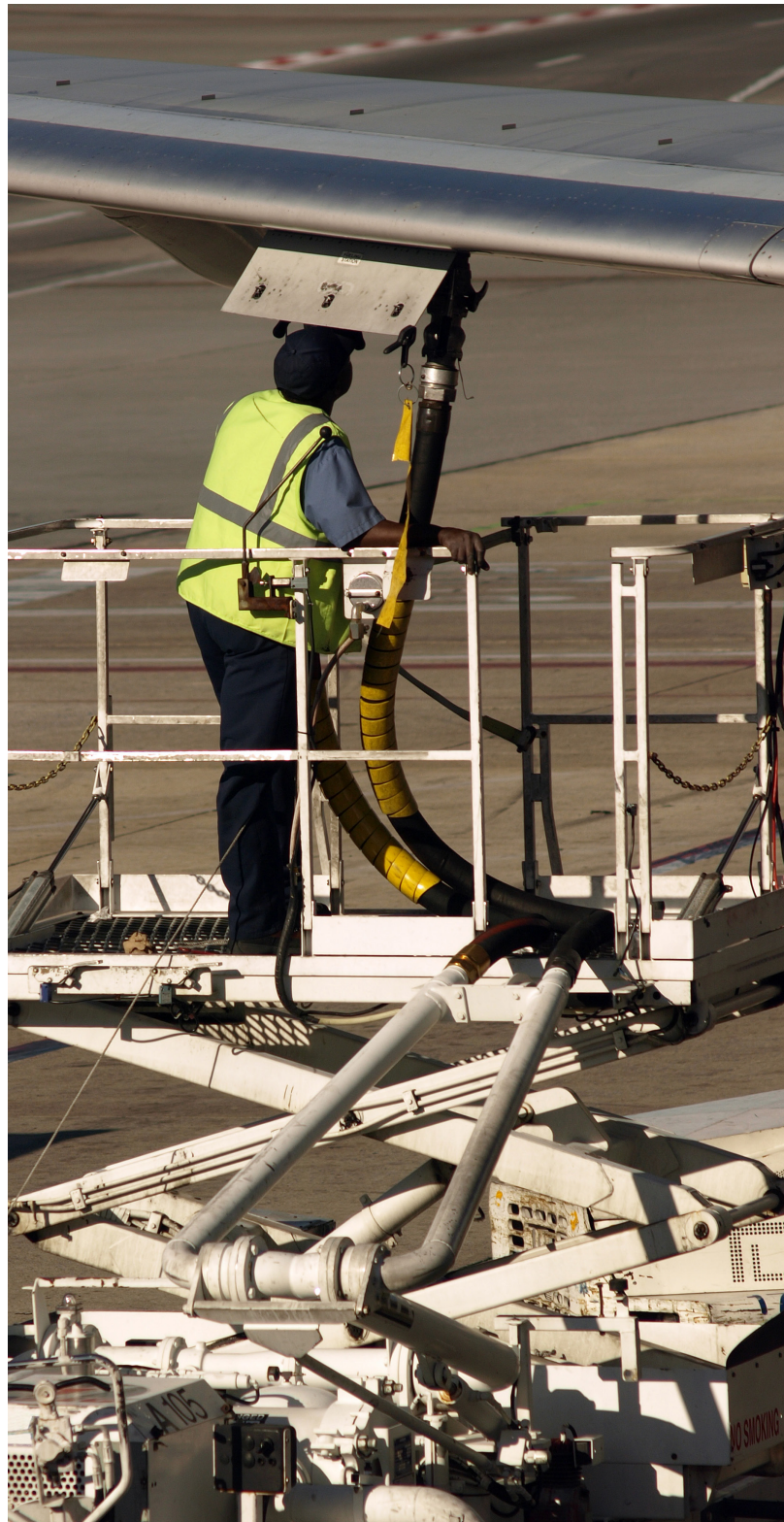


Configured for Compliance

As with any system created by Motive Learning, the LMS provides the customized on-time training modules required for each learning need and can be accessed online, anywhere by any electronic device, making it easy and convenient for employees to review their requirements, complete training and submit their results. Additionally, administrators can review employee records, send reminders for new or recurring training requirements, and generate mandatory reports that must be submitted to various administrations and authorities. All these components result in automated and streamlined processes and reduced operational costs for its clients' administration and training.

An example of the Motive LMS in action are aircraft fueling courses. Refueling procedures are some of the most stringent everywhere in the world and all personnel involved in the process must have specific certifications to conduct their role. Every job title has a different learning track that must be completed for a worker to be allowed to access fueling stations, transport fuel on tarmacs, conduct fuel delivery to the aircraft and perform procedural and safety checks and recording.

Courses for compliance are mandatory within each aviation administration and while some regulations are shared across the FAA and other countries' air navigation service providers (ANSP), each has its own distinct set which must be addressed by Menzies Aviation. Motive Learning configures its platforms to allow a company to develop its own customized course material to meet such needs and complement varying software systems and networks to ensure communication and data are fluidly transmitted and easily captured and stored.



Big Business Delivery, Small Business Service

Motive Learning has the experience and the team to provide big business products and does it with the level of customer service that only a smaller business can provide. "One of the things that impresses many of our prospective and current clients is our ability to create and support an LMS that can provide simple solutions to complex challenges," said Motive Learning's co-founder Don Roberts. "That and our rapid-response service means we're there when the client needs us, at any time for any reason."

Bernier-Tran has high praise for Motive Learning and as a longtime managing director in global aviation operations, including with some of the largest U.S. airlines, her experience gives her a good base from which to compare with other businesses and service delivery. "One of my initial concerns was can they handle the magnitude of working with a large group, but their team proved they could deliver better products and service than many of the largest eLearning firms."

Being a small business has its advantages. Motive Learning's principals and team intimately work with each client, getting to know their operations and systems, and addressing their pain points and most pressing needs. They ask questions, explore options and create a custom LMS that fulfills each client's requirements.

“With the larger companies I’ve always felt like we were just a number and working with them to get anything done was cumbersome and time consuming. In Motive Learning, we’ve found a partner that treats us like we’re their only client and they give us the personal attention, prompt service and excellent support that we expect and need.”

~ Jane Bernier-Tran, Menzies Aviation