



MOTIVE LMS CUSTOMER SUCCESS STORY

Sustainable eLearning at a Fraction of the Cost

In providing a range of services, from fuel farm management to into-plane services, safety and compliance is an absolute priority for FSM Group.

“Compliance is king in the aviation industry, and there’s little room, if any, for failure... Safety is paramount. Everything FSM Group does is supported by safety procedures and the requirements for the employees to comply, and that’s supported with Motive Learning’s computer-based training combined with the management of our instructor-led training.”

Dennis Duncan, FSM Group, Director of Safety

From Hawaii to Florida, FSM Group fuels an average of 1,500 commercial aircraft per day, serving eight commercial airports across the United States, and working with over 15 domestic and global airlines such as: Delta, United, Southwest, and various cargo companies.

From Fuel Consortium to Into-Plane Services

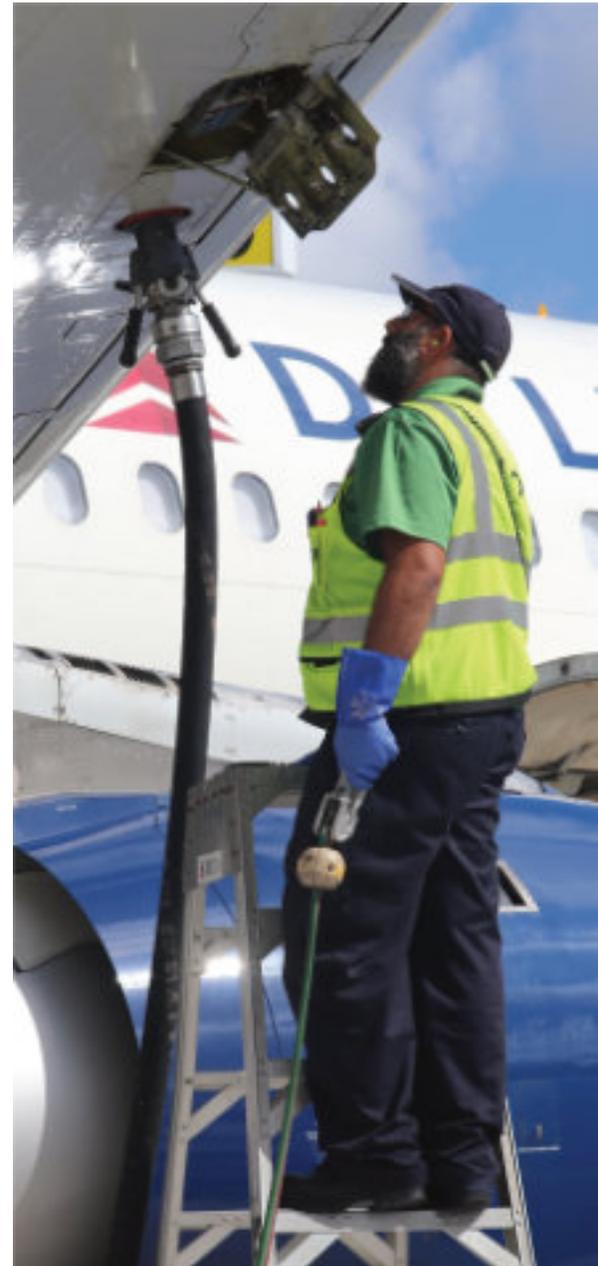
FSM Group is a small, Orlando-based logistics company that specifically works with storing Jet-A fuel and fueling commercial aircraft. As the company grew from 2 locations to 10, standardization across locations was necessary, so FSM Group moved from predominantly Instructor Led Training (ILT), to Web-Based training.

In 2017, FSM Group landed their first Into Plane (ITP) Operation in Atlanta at Hartsfield-Jackson International Airport (ATL), one of the busiest airports in the world. Their fast growth made it imperative that new employees were trained quickly but in a manner that was safe, cost-effective, consistent, and focused on FSM Group's operations.

The only way to do this is with custom eLearning courseware that demonstrates FSM Group Fueling and QC procedures. But custom courseware development is an expensive option.

Motive Learning had the solution that fit FSM Group's budget and safety requirements with MicroCert™ training modules and the Motive LMS Qualification Management System.

Customizing Motive Learning's pre-built eLearning modules with company-specific photos and videos provided employees with engaging instruction that was created especially for FSM Group.



Aircraft Fueling Equipment Requirements

Airport Fuel Storage Facility Requirements

Airport Hydrant Systems Requirements

Basic QC Equipment & Procedures

Core Regulatory Compliance Training

Introduction to Human Factors

Introduction to the Fueler Role

Ramp Safety

Safe Driving of Powered Industrial Trucks

Safety and Operation Requirements for Hydrant Carts

Safety and Operation Requirements for Hydrant Trucks

Safety and Operation Requirements for Tanker Trucks

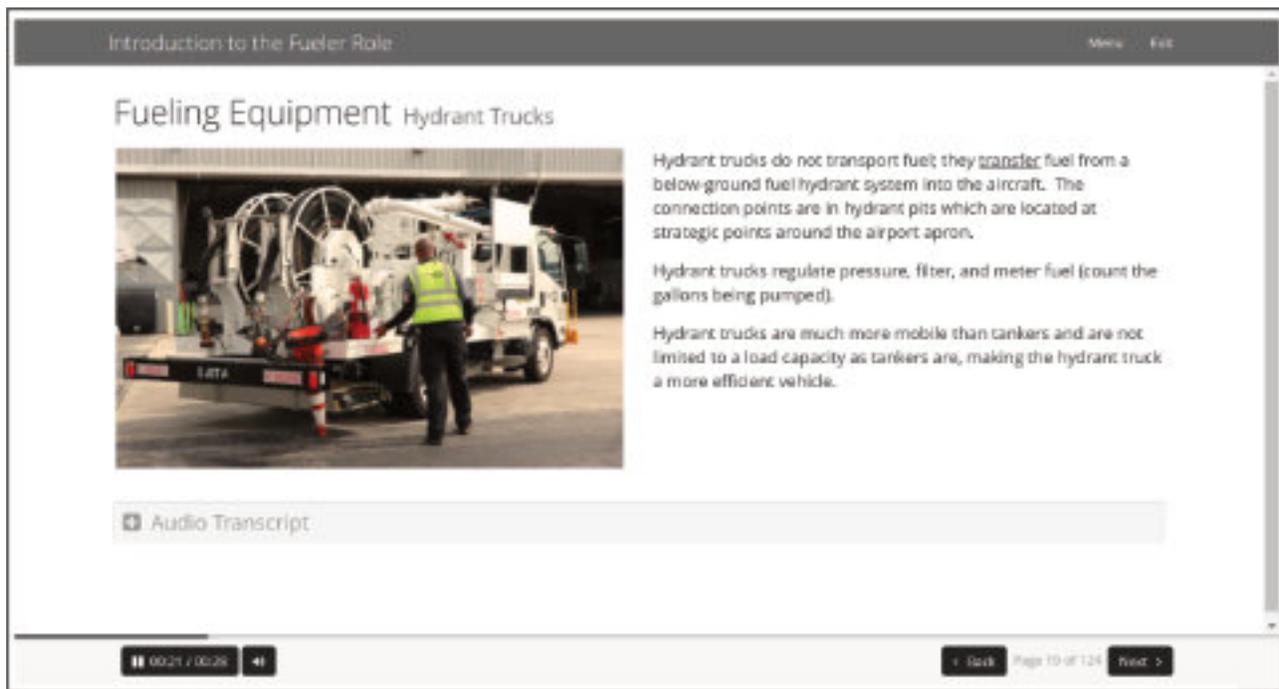
With the company's expansion across North America, came their expanding need to provide a more standardized and consistent training than just their current ILT courses. They needed a learning system that could be easily accessed and managed by the employees at FSM Group at all locations.

That meant FSM Group had to consider more than a few factors when deciding what exactly their needs were going to be in terms of training and learning management systems for their growing company. Luckily, Dennis Duncan, the Director of Safety at FSM Group, already had an idea of what those needs were and who could meet them.

Managing Safety at the former Aircraft Services International Group (ASIG), Dennis had created a previous partnership with Motive Learning. With an aviation career of over 30 years, and through his time working side-by-side with the Motive LMS team for a portion of that, Dennis was already familiar with the safe, cost effective, and innovative solutions that Motive Learning always provided.

Personalization Translates to Pride

"When Don and Karla Roberts of Motive Learning were establishing our training platform, we used our locations in Ft. Lauderdale, Ft. Myers and West Palm Beach. We were able to shoot video and photos of employees performing on the job. When an employee can either see themselves doing the work, or a fellow employee, it tends to resonate on a personal level," says Dennis regarding just one of the many aspects of the custom, personalized service the Motive LMS team provides FSM Group.



The screenshot shows a training interface with the following content:

- Page title: Introduction to the Fueler Role
- Section title: Fueling Equipment Hydrant Trucks
- Video: A hydrant truck with a worker in a high-visibility vest.
- Text: "Hydrant trucks do not transport fuel; they transfer fuel from a below-ground fuel hydrant system into the aircraft. The connection points are in hydrant pits which are located at strategic points around the airport apron."
- Text: "Hydrant trucks regulate pressure, filter, and meter fuel (count the gallons being pumped)."
- Text: "Hydrant trucks are much more mobile than tankers and are not limited to a load capacity as tankers are, making the hydrant truck a more efficient vehicle."
- Audio Transcript button
- Progress bar: 00:21 / 00:26
- Navigation: Back, Page 10 of 124, Print





High Standards for Safety

Motive Learning helps FSM Group in improving safety compliance, making it sustainable, and setting employee expectations so they do it because it's the right thing to do and not because someone is watching them. That's the ultimate goal.

Dennis explains, "[The Motive LMS] validates all of our conversations with employees, it matches up with that the requirements of the job are. Also, from a marketing standpoint, it elevates our professional training syllabus in the eyes of our customers and our regulatory folks, such as the FAA and Fire Department."

As a company, committed to safety and service, that prides themselves on 100+ years of experience and has impeccable safety records to maintain, the standards have to be set high and that's why Motive Learning's dozens of standardized safety training courses were a perfect fit in creating a platform for the FSM Group.

"We've never had a training-related finding from an audit and [Motive LMS] helps better equip employees improving their knowledge with that consistent style of a combination of computer-based training and instructor led training." - Dennis Duncan



To learn more about Motive Learning and how they can help your business create customized learning solutions visit www.MotiveLearning.com or call (321) 453-8133

Custom Courseware to Fit Your Budget

Leveraging federal and state government provided materials with company-specific imagery reduces the cost of custom courseware development. Add Motive Learning's option for licensing courses annually provides a high-value training solution with a low cost.

Motive Learning's team of media professionals create engaging, interactive experiences for your employees. In one day, Motive Learning can capture your airport operations and create a standardized training course with audio, video, interactive exercises, and a final assessment to be delivered on any computer or mobile device to all locations - 24/7 - via the online Motive LMS.

Each course can easily be maintained using the built-in Motive LMS Content Authoring Tool. You never have to worry again about purchasing training that will be out of date. If your procedures change, the course can be updated in minutes... *not weeks*.



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