

Clarity Helps New Hires Get Up-to-Speed

Challenge

AAA, the world's largest emergency road service provider and the nation's largest travel agency, started a large training initiative to support the many changes that the organization had launched. The initiative sought to ensure that various target audiences were well-informed on all the products and services that AAA offers its customers as well as changes to eligibility requirements.

Opportunity

One aspect of the project emphasized new hire training and marketing manager training. Clarity provided a lead instructional designer who was experienced in converting instructor-led training to online format and had also developed online courses.

Results

The consultant took the lead to gather information from a very supportive and responsive client and then used Captivate® and Dreamweaver® to develop training modules for new hires and marketing managers. The marketing manager training focused on emergency road and travel services, while the new hire



training focused on a broad range of topics, with special emphasis on insurance products. With design standards already set by AAA, the consultant was able to quickly produce results that fit the organization's needs and culture.

► Do you have critical projects to complete, but lack the necessary resources to get the job done? Contact us.



Clarity enabled the client to:

- Get new hires up-to-speed quickly on AAA's insurance products.
- Train managers on essential services, such as emergency road and travel services.
- Make training available to employees across the country.

