



PCIQ Enterprise Learning: OEConnection Project Review

Customized Training Tools Development: eLearning (CBT) and End User Guide

OEConnection is the venture created by Daimler - Chrysler, Ford Motor Company, General Motors and Bell & Howell to provide automotive dealerships and their wholesale parts customers with online products and services for their parts and service information needs.

In need of a training solution, OEConnection contacted PCIQ to provide a suite of training material for their new eCommerce application, D2DLink. This suite consisted of: a multilevel end-user guide, a quick reference job aid, as well as a comprehensive eLearning tool that PCIQ developed for both CD-Rom and online delivery.

Project Requirements

OEConnection did not have prior training materials developed for D2Dlink. Additionally, there was no supporting documentation. Starting from scratch, PCIQ met and exceeded the following requirements:

- To have training readily available to a large number of dealerships and their employees over a wide geographical area
- Provide multiple modalities for training content
- Develop materials to support both existing users as well as new users that had not been exposed to the product previously
- Training materials to support both job-role and task-based learning

PCIQ Project Solution

In order to get OEConnection's customers quickly trained on D2DLink, PCIQ developed several proprietary solutions. The following is a synopsis of these:

- A comprehensive user guide was developed in a hierarchal structure. This contained one parent document, along with sub-levels and sub-documents that concentrated on specific job roles and job types.
- An eLearning tool was designed to encompass the need to educate users in not only each job role, but also each task within the job role as well. This eLearning tool was provided to OEConnection for distribution on both CD-Rom and the web.
- A quick reference job aid containing concise, step-by-step instruction for the most common tasks performed on D2Dlink.

“OEConnection needed an advanced training solution for our D2DLink product that would speed user adoption and increase overall customer satisfaction,” said Mark Tomasetti, OEConnection Product Manager. “PCIQ delivered a high quality training program and met our aggressive delivery schedule.”



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Project Benefits

Automotive manufacturers and OEConnection spearheaded this mission-critical project in order to get D2DLink operating at peak efficiency at the dealerships across the United States.

- OEConnection was pleased that PCIQ was able to assist them in supporting and educating dealerships of all sophistication and sizes.
- This time-sensitive project was completed quickly, efficiently and at a low cost to OEConnection.
- Increased user comfort level with D2DLink.
- Increased user productivity by offering job specific training.

Benefits of Choosing PCIQ Enterprise Learning

- ✓ Over 10 years experience in instructional design and development
- ✓ Design professionals that are current on the latest industry trends, standards, and guidelines
- ✓ Programs can be designed for different modalities of learning and delivered over the Web, on a CD-Rom, through an intranet site or in a classroom
- ✓ Professional trainers and facilitators make program delivery effective and easy to understand
- ✓ Delivery options that can simultaneously engage three key senses: touch, sight and hearing

Typical Applications

- ✓ Office Productivity
- ✓ Soft Skills Education
- ✓ New Hire Orientation
- ✓ Client and Vendor Training
- ✓ HIPAA Training
- ✓ Technology Training
- ✓ Enterprise Applications

To learn more, contact us at 412.257.9840 or via email: information@pciqlearning.com