



2012 AWARD WINNING PROGRAMS

Category: Retailer



VIP Parts, Tires & Service

12 Lexington St., Lewiston, ME 04240

VIP Parts, Tires & Service, whose mission is “Earning Automotive Customers for Life,” was selected in the Retailer category. Due to the geography of VIP’s 56 retail locations, the company knew it had to reach beyond traditional means of delivering training content. The company used a technology-based solution to achieve their goal of improving the product and service knowledge of their store team members. VIP’s employee training initiative was created with one goal in mind, to enable their team members to deliver exceptional customer service to every customer. With that goal in mind, the program was given the name EXCEED, which stands for (EXceptional Customer Experience Every Day). VIP has partnered with a new Learning Management System (LMS) provider (Latitude Learning) and their course catalog continues to grow. The EXCEED program includes learning content delivered through multiple channels, including live instructor-led classroom training, virtual classroom training, e-learning, video based training and a large resource of written training content. This program also includes a new on-boarding process, “soft skills” training (time management, leadership, diversity, etc.), supplier-developed product knowledge, technical training and advanced management courses. From an e-learning standpoint, VIP utilizes their LMS to broadcast their own content, as well as content created by their suppliers. VIP’s training department creates e-learning content in-house using the latest in e-learning authoring software. What is VIP’s ROI on this new initiative? The company has seen a reduction in turnover and believes the company’s productivity improvement is in part due to the renewed emphasis on team member training. The largest return is comes by increased customer engagement by their team members. Direct feedback from customers indicates that their staff is more comfortable engaging with customers, and store observations demonstrate better execution of the VIP Mission. Put simply, VIP understands that in today’s competitive environment, training and development are critical in helping achieve their mission of Earning Automotive Customers for Life. 🍏