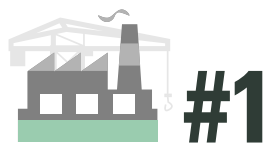


How Toyota's Latin America and Caribbean Division achieved 50% faster time-to-market

HIGHLIGHTS



World leader in car manufacturing and sales



Over 50 years in the automotive industry



Relies on over 338,000 employees across 140 countries

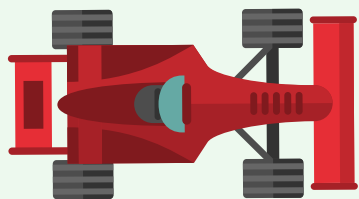


Produces cars under the auspices of five different brands

THE PROBLEM

ADAPTING AND MANAGING CHANGE

The traditional training programs with training cycles moving in excess of 6 months have proven to be inefficient — as newer technologies and products can easily disrupt the training. They needed:



Scalability: Make the sales training applicable across Toyota's highly dispersed employee base (42 countries and 2 different languages)



Reducibility: Shorten the ramp-up period for all hires, hence ensuring long-term sales success, and reduced sales staff turnover



Continuity: Provide ongoing training on products and new technologies



Efficiency: It must reduce time and effort spent required by managers on training sessions.

SOLUTION: SHIFT'S AUTHORIZING PLATFORM

Toyota Motor Corporation has been leveraging SHIFT's authoring platform since 2012 and **has created over 150 eLearning courses** to bring its sales force on par with its strategic needs.

The sales force encompasses sales managers, supervisors, concessionaires and authorized retailers on: **Knowledge** (Of the products, customers, and buyers), **Processes** and **Developing soft skills** (Sales and negotiation techniques).



RESULTS

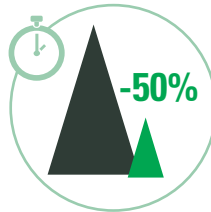


WITH SHIFT, TOYOTA WAS ABLE TO ACHIEVE ALL OF ITS LONG-TERM STRATEGIC DEVELOPMENT AND TRAINING GOALS

STRATEGIC GOAL #1: ACCELERATE TRAINING TIME-TO-MARKET

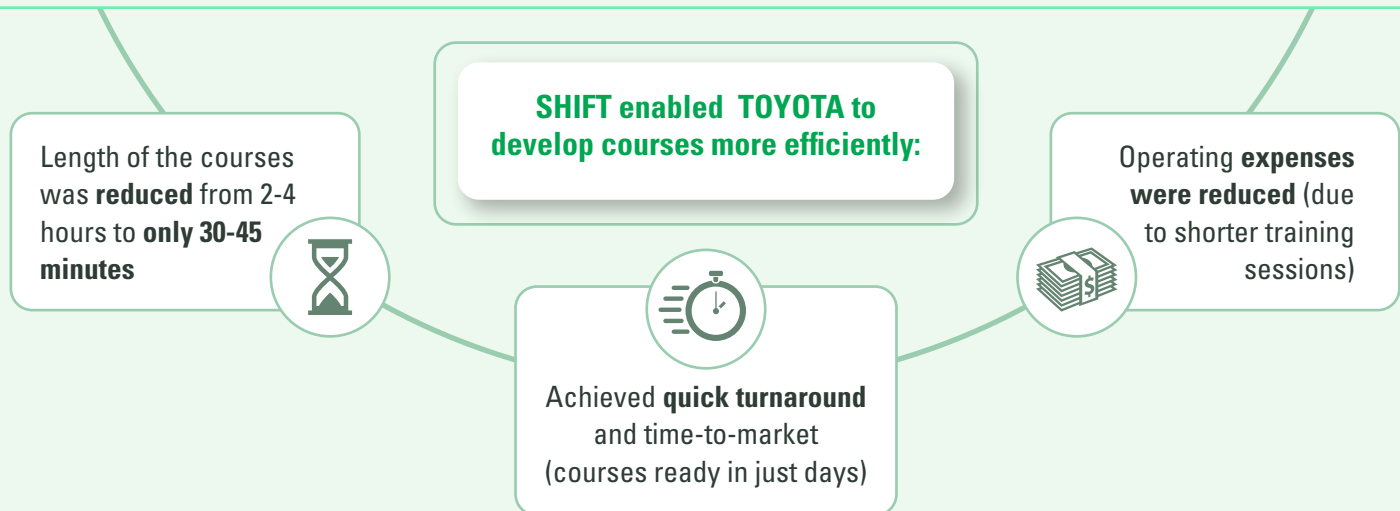
50% faster time-to-market

According to company reports, with SHIFT they are able to roll out eLearning training courses 50% faster than other TOYOTA divisions.



With SHIFT, Toyota was able to **cut down its existing classroom training sessions** without losing the effectiveness of the training.

STRATEGIC GOAL #2: USE FEWER RESOURCES TO CREATE MORE AND SHORTER COURSES



STRATEGIC GOAL #3: SAVINGS ON DEVELOPMENT TIME

SHIFT empowered Toyota to save precious training development time. The company was able to reduce the time and effort required to produce/update training content.



Ease of maintenance: Authorized personnel can easily edit and change content on the fly.



Improved team efficiency: SHIFT helped them avoid costly design changes. No outsourcing necessary.



Reduced costs: Incurring in travel, printing and instructor hiring costs are now unnecessary



Rapid development: SHIFT ensured training programs were up-and-running fast. Maximum adaptability to meet quickly changing needs.