**CONSTRUCTION INDUSTRY CASE STUDY**

How SHIFT Delivered ICA Fluor Real Business Results

**HIGHLIGHTS**

- Mexican firm specializing in Engineering, Procurement, and Construction (EPC) projects
- Largest civil construction corporation in Latina America
- Over 2,800 employees
- Annual revenues amounting to $2 million USD

**THE CHALLENGE**

Find a cost-effective solution for continuously bringing the ICA Fluor employees at par with their growing learning needs.

The challenge was two-fold: **Deliver information, rapidly and engagingly**. The firm asked:

- How to **train employees** on competencies and policies in the **most engaging way** possible?
- How to **deliver information** rapidly (almost immediately) to employees in order to **keep them up-to-date**?

**SOLUTION**

With SHIFT, ICA successfully converted all their classroom courses into eLearning format, targeting the following:

- Speeding up the on-boarding process for new hires
- Employee training on safety certifications and organizational policies
- Soft skills training

Additionally, a **virtual (online) campus** was developed for meeting ICA’s eLearning needs. Currently, over **370 courses** have been offered.
RESULTS

RAPID DEVELOPMENT
With SHIFT, ICA was able to **provide quick, accurate training to its employees in record time**. It now takes only a few hours to complete projects that previously took entire days.

- **5 TEAM MEMBERS**
- **123 eLearning courses**
- **12 MONTHS development time**

With SHIFT, they are able to offer on average **1,600 hours** of monthly training.

GREATER LEARNER SATISFACTION AND MOTIVATION
ICA Flour has reported **greater commitment and engagement** by employees taking their online courses. As per company report:

- +2,000 people have successfully completed their eLearning courses
- 2,500 users have approved a required course
- +700 users have logged into non-obligatory courses
- +90% of the courses created are qualified by students as "excellent" or "very good"

Students participate more actively in their online training sessions due to: Intuitive and friendly navigation, Content Quality, and Interactivity.

SLASHED TRAINING COSTS
SHIFT's solution allowed ICA Fluor to **save 22%** on their training costs. They **reduced** training development costs while generating a fivefold increase in eLearning course production. With SHIFT they:

- **60% LESS** time required to roll out training
- **0 ADDITIONAL COST** edit pre existing content for reuse
- **+2,000** employees trained in under three days

INCREASED PROFITABILITY
As a result of leveraging SHIFT’s eLearning solution, the training department has reported **increase in profitability by 62%**!

The negligible cost associated with train new hires or on refreshment courses automatically translated into greater profit margins.

**"SHIFT provides high impact eLearning courses... they are not PowerPoint presentations, they are not Word documents either, it is really interactive graphic content, which facilitates learning and translates into specific and measurable results."** Jorge Becerril // HR & Quality Manager, ICA Fluor

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**Shift Disruptive eLearning**

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