

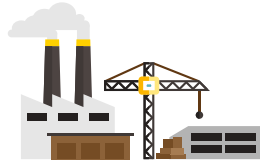
## CONSTRUCTION INDUSTRY CASE STUDY

# How SHIFT Delivered ICA Fluor Real Business Results

## HIGHLIGHTS



Mexican firm specializing in Engineering, Procurement, and Construction (EPC) projects



Largest civil construction corporation in Latin America



Over 2,800 employees

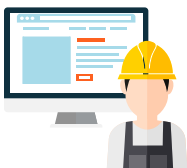


Annual revenues amounting to \$2 million USD

## 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.



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

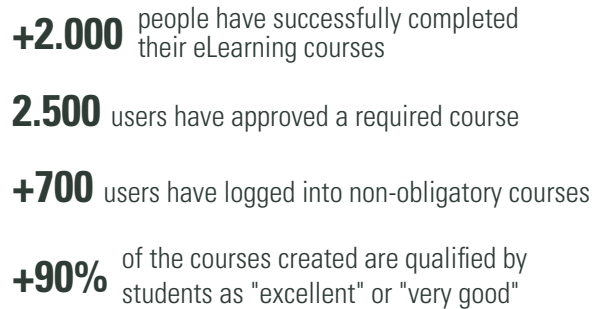
## SLASHED TRAINING COSTS

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:



## GREATER LEARNER SATISFACTION AND MOTIVATION

ICA Fluor has reported **greater commitment and engagement** by employees taking their online courses. As per company report:

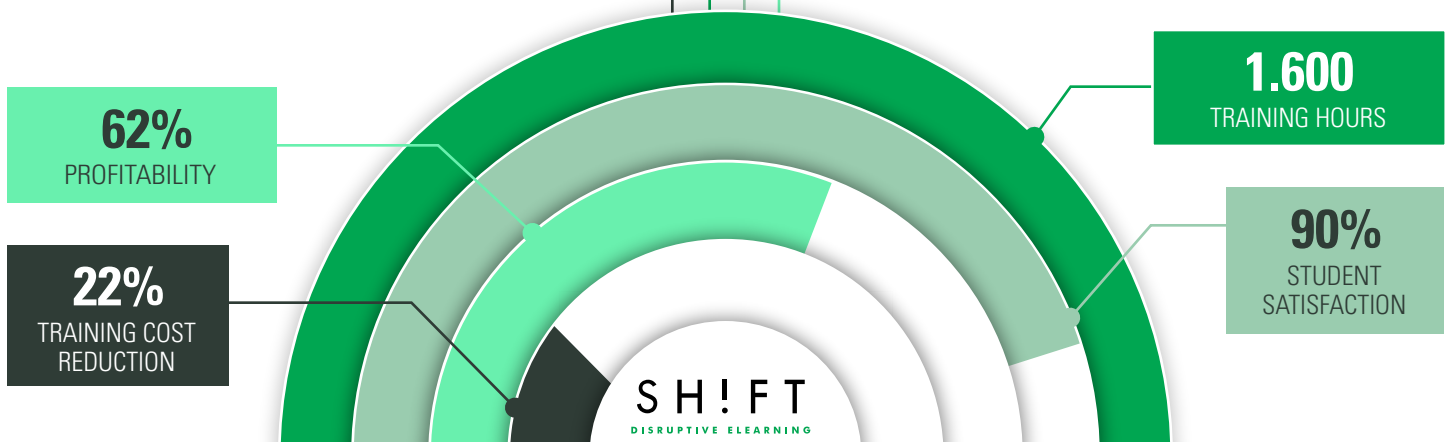


Students **participate more actively** in their online training sessions due to: **Intuitive and friendly navigation, Content Quality, and Interactivity.**

## 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