

## MINDFLASH CASE STUDY: BRISTLECONE HOLDINGS

# BRISTLECONE HOLDINGS

Retailer Training Anywhere, Anytime

## Overview

### Situation:

Bristlecone Holdings needed to train thousands of retailers, serving tens of thousands of customers, faster and with better comprehension.

### Solution:

Mindflash delivers six courses that their automotive product and service retailers can take anytime, day or night.

### Results:

Mindflash quickly became the system of record for one Bristlecone brand and is now rolling out to support the other five.

“  
Our retailers love it. They can do Mindflash online training anywhere, anytime, so it doesn't interfere with their day-to-day business.

”  
**Kristin Stith**

VP of Customer Acquisition  
and Experience  
Bristlecone Holdings

## Situation

Bristlecone Holdings is a high-growth network of consumer and business-to-business finance platforms and technologies that is disrupting the U.S. lending industry. Bristlecone provides a consumer finance technology platform for retailers through five different brands addressing five target markets: pets, bridal, furniture, hearing aids, and auto products and repair. The company offers financing of up to \$5,000 through its cloud-based application available to consumers via laptops, tablets, and smartphones, as well as kiosks at select retailers.

With 3,000 participating retailers serving more than 55,000 customers, training retailers on how to get customers up on the platform was a huge challenge for a small company like Bristlecone. The retailer onboarding process was poor, and as a result customers did not receive a clear under-

standing of how the financing services worked. One problem was that retailers were unavailable for training sessions during business hours.

Retailer training was needed, and the company contemplated adding headcount for a dedicated trainer. At the same time VP of Marketing Kristin Stith's role was expanded to VP of Customer Acquisition and Experience.

## Solution

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Initially Stith knew nothing about learning management solutions, but she learned fast. Her main concern was the ability to easily create and administer online training without help from her CTO. When she discovered Mindflash, she knew she had found the answer.

"Videos and PowerPoints are super easy to upload into Mindflash. Anyone can do it," says Stith. "And editing in Mindflash is a snap. We make changes all the time. I love how I can drag and drop phases within a course or drop quizzes in at any point in the course."

Initially, Mindflash was rolled out to automotive product and service retailers under the OneRoad Lending brand. Stith created a series of six courses and trained a team of three sales reps to administer the online training. New automotive retailers are now required to complete Mindflash training before they start doing business through OneRoad Lending.

Consumer finance is a highly regulated industry, and compliance is a top priority. Mindflash provides a paper trail on all courses and trainees, so Bristlecone is always prepared to demonstrate compliance. "Our Chief Legal Officer loves Mindflash!" says Stith. "For compliance it's a dream come true."

## Results

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Mindflash has enabled savings equivalent to one full-time training specialist.



In the first six months, 772 of the 850 retailers using OneRoad Lending have completed Mindflash online training.



Bristlecone plans to expand Mindflash to its other five brands in the near future.

Questions? Call us at [+1.877.771.1900](tel:+18777711900)