

## MINDFLASH CASE STUDY: UBER

## UBER

Thousands of Drivers Every Week

## Overview

**Situation:**

Uber Mexico needed an easy to use, scalable solution for educating driver partners.

**Solution:**

The Operations team uploaded PowerPoint files into Mindflash to create web-based courses and added quizzes to ensure they could measure retention.

**Results:**

Today there are about 4,000 course completions per week.

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We are very happy with what we have been able to achieve in a short time. I look forward to expanding this program to other countries in the region.”

Patricio Zirion

Operations & Logistics Manager  
Uber

## Situation

Well known worldwide as the largest tech “Unicorn,” Uber is a privately held company founded in 2009 and valued at over \$62 billion today. Uber pioneered the “gig economy” business model, rapidly growing to over 1.5 million driver partners globally. By seamlessly connecting riders to drivers through apps, Uber makes cities more accessible, opening up more possibilities for riders and more business for drivers. Since its founding, Uber has established a presence in over 250 cities worldwide.

Uber Mexico started with one-on-one driver quality information sessions with Uber driver partners. When the number of drivers increased, the organization began conducting group sessions with 60-100 drivers. But as Uber’s expansion accelerated it became clear that in-person sessions were not scalable. What was needed was an easy-to-use solution that would scale to meet the needs of initially thousands and soon tens of thousands per week.

## Solution

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Uber Mexico evaluated Mindflash and found it to be an ideal solution to their problem. Using the information from their live sessions, the Operations team uploaded the PowerPoint files into Mindflash to create web-based courses. They added quizzes to ensure they could measure information retention. Now they could deliver consistent, measurable education to thousands of drivers without worrying about scheduling sessions and booking meeting spaces. Driver partners access Mindflash-hosted courses from desktop and mobile devices anytime, anywhere, significantly speeding the education process. Uber uses the feedback from the drivers through the surveys to constantly update and improve the courses.

## Results

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Within three months, Uber had over 13,000 mobile course completions.



Uber has delivered as many as 30,000 courses in a single week.



Uber Mexico's program is the most robust for Uber in the region.



The organization has become the regional leader and is expanding the program to other countries throughout Latin America.

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