

Lube-Tech® launches cutting-edge employee learning with Brainier



The Client

Lube-Tech is a leading provider of industrial lubricants and specially formulated private-label fluids, with a special focus on working with companies in the Midwest. Lube-Tech also provides equipment services, laboratory testing, and even car-wash installation.

The business, with roots going back to 1929, is family-owned. Since the current owners took control in 1993, the business has expanded rapidly, from approximately 75 employees then to more than 800 today. Through all that growth, the company has sought to keep its family-business, people-first ethos. An important part of that equation is learning and development.

The Challenge

Lube-Tech set out to create a learning and development program that could accommodate the 800 employees and provide them all with tailored, well-targeted learning experiences, even as the business scales. The program would turn training, certification, and compliance activities into priorities for employees, rather than simple boxes to check.

The challenge in setting up such a system was that the existing landscape of training activities was very much decentralized and potentially incongruous. Some learning programs were overseen by third parties and tracked in those partners' learning management systems. Others' results were only noted in spreadsheets or offline Microsoft Word Documents.

Lube-Tech took its commitment to training reform seriously, establishing a newly formalized learning and development team under the direction of departmental manager, Rachel Tesson.

The Marketing Team at Lube-Tech contributed by designing the official logo.



The key stakeholders responsible for the launch of Lube-Tech University gathered to celebrate, including members of the Brainier sales and implementation teams.

To achieve its potential, the newly created learning effort, dubbed Lube-Tech University, would require the use of a centralized learning management system.

Not just any LMS would do: The Lube-Tech team began a request for proposal process with a few specific needs in mind. The chosen solution would have to be:

- ▶ Capable of integrating with Lube-Tech's UKG human capital management system, along with the upcoming UKG Dimensions system. This would allow their HCM to be a single source of truth in their HR tech stack.
- ▶ Remotely available, platform-agnostic, and mobile-compatible to suit employees with different levels of access to technology.
- ▶ Easy and compelling to use, with a social-proof element, to make sure employees would engage actively with the platform.
- ▶ Compatible with personalized learning experiences, translated learning content in multiple languages, video coaching, and other advanced training offerings.

Business units from within Lube-Tech teamed up with the learning and development group to form a search team. Rather than being forced to join, these stakeholders were eager to help and interested in finding a system that would work for them in the long term, meeting their very specific departmental needs.



Prior to launch, L&D Leader, Rachel Tesson attended the 2022 Brainier E3 Learning User Conference to consult with current Brainier customers.

“Not only was it beneficial from a training and development perspective of our teammates — which lines up with our people-first culture — the compliance component of tracking and reporting is so major to so many of our groups that it was just pivotal that we had people in that room where that was what they were there for.”

- Rachel Tesson, Lube-Tech Learning and Development Manager

The Solution

The RFP led Lube-Tech to connect with Brainier. The Brainier platform offered a feature suite that the Lube-Tech team could envision unifying and transforming the company's learning offerings.

These capabilities include:

- ▶ Ease of use for administrators and end-users alike.
- ▶ Gamification, badges, and social and collaborative learning elements.
- ▶ Flexibility, customization, and expandability.
- ▶ Impactful, actionable reporting, and analytics.
- ▶ Responsive and helpful service.

Not only did the Brainier platform meet Lube-Tech's needs, the two companies began a

fruitful collaboration leading up

to launch. This included a

significant in-person event:

Rachel and her colleagues

were able to attend the 2022

Brainier Learning E3

User Conference,

where they could

consult with current Brainier customers about the best ways to implement, customize, and work with the platform.

From there, Rachel and her fellow Brainier stakeholders began consulting extensively with Brainier Learning Solutions Specialist, Sam Mustar. This work resulted in a highly developed customized platform design that met Lube-Tech learners' needs and offered a continuity of the company's brand including logos, colors, and themes, with key design matters resolved before the software went live.

The Lube-Tech learning and development team made sure to curate a selection of content that would be available as soon as the platform launched, along with easy navigation and search functionality. Learning modules on how to use the Brainier platform were created within the platform itself, making it a self-sustaining learning ecosystem.

BUILDING UP TO A SUCCESSFUL LAUNCH

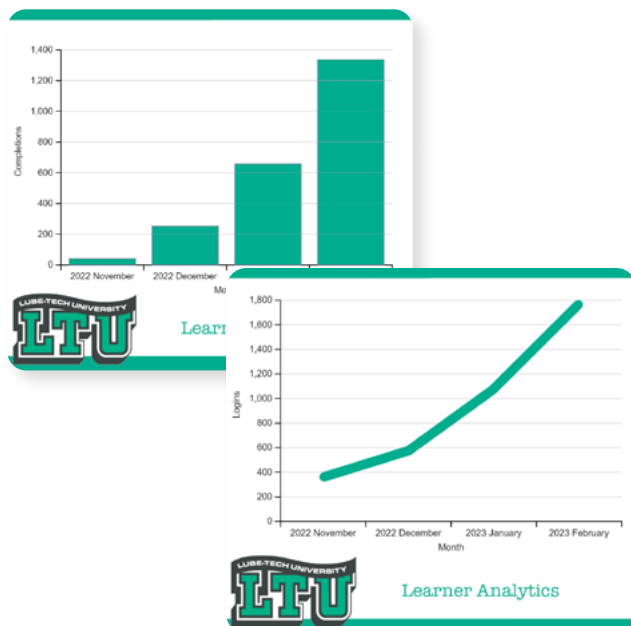
Before the official roll-out, 22 stakeholders from across various Lube-Tech teams, departments, and levels of seniority served as a pilot team. These users tested out numerous functional capabilities of the platform to catch bugs and recommend improvements.



The test team accessed the platform using a variety of different methods — from mobile, using Microsoft single sign-on, through the company's HR solution, and more. They also tried out activities such as updating their profiles and taking various courses, ensuring the key functions would hold up on day one.

Launch day was a major event for the Lube-Tech team and reflected their excitement over the system. The search group, test team, and learning and development department all held an on-site celebration, with key members of the Brainier team attending to toast their hard work.

The Lube-Tech marketing team became a key part of the launch experience. These branding experts built out exclusive gear around the new Lube-Tech University system — stickers, pens, sweatshirts, and more. They also used their marketing experience to help set expectations regarding the speed and completeness of user uptake.



“We relied heavily on our marketing communications team to get this message broad and wide. We pinged text messages, we pinged emails, we had meetings where people were informed of it. ... It was like a launch day activity that we really went forward with to get people hyped up about what we were proposing as the relaunch of Lube-Tech University with the system platform.”

- Rachel Tesson, Lube-Tech Learning and Development Manager

GAINING MOMENTUM AND PROVIDING A HIGH-QUALITY EXPERIENCE

The whole 800-person user base was not expected to all use the system at once. That mass introduction took place a month later, when the entire company was assigned a mandatory training module in the new system that would compel them to log on.

Once users got up to speed on the new system, they quickly took to some of the included features. Gamified elements such as badges proved especially popular. There was a conscious effort to make the first few badges easy to earn — for simple actions such as logging in for the first time or taking a first course. This was a choice designed to get users hooked on earning recognition and participating in leaderboards.



Beyond that introductory course, the system contained learning modules on a variety of subjects and functional areas essential to every part of Lube-Tech's business:

- ▶ Leadership development.
- ▶ Professional development and technology use.
- ▶ Industry-specific knowledge for marketing and sales teams.
- ▶ Harassment prevention training.
- ▶ Hazardous materials handling courses.
- ▶ Safe operation classes for a variety of equipment types.

With users exploring the system and using the search function to find more courses relevant to their roles and interests, they could also take advantage of an important feature: a learning content request form. By recommending materials on any topic that did not yet exist in the system, employees can help shape the future of the platform.

"Content development we're doing is specific to Lube-Tech, so there are systems we use internally that are very unique that we're getting training on. People are requesting training non-stop so we have a lot of content to create, but a main focus of mine is taking training that currently exists today and pulling it into the system."

- Rachel Tesson, Lube-Tech Learning and Development Manager

Not only has the system proven popular since launch, the marketing team's merchandising ideas, such as stickers attached to company laptops and logo sweatshirts, have caught on. The sweatshirts in particular have proven so popular they are now offered in the company web store.



Results

The Lube-Tech University program is now free to reach standards of quality and consistency enabled by the centralized digital platform.

There is a way to track learner progress across all content types, whether they're building their subject matter expertise, completing required anti-harassment courses, participating in specialized third-party programs, or anything in between. Both digital courses administered through the platform and in-person work are logged in the platform to create truly comprehensive individual records.

In addition to that centralized record-keeping, stakeholders also have access to comprehensive data that can help them both assist individual learners and tune learning offerings. Data types include:

- ▶ Interactions with the system.
- ▶ User engagement levels.
- ▶ Percent completion of required courses.
- ▶ Course ratings according to a user-given star system.

Executives are thrilled with the progress of the new system, praising the learning and development team's efforts. With the excitement of the launch out of the way and new course requests constantly coming in through the form, there is room to grow and deepen the platform's connection with Lube-Tech as a whole.

“Our president still brings it up at pretty much every mass meeting he’s a part of, which puts a feather in my cap. [Executives are] super bought into the need for development and the actual ease of this platform.”

- Rachel Tesson, Lube-Tech Learning and Development Manager

What's Next?

The flexibility and customizability of the Brainier platform are some of the traits that attracted Lube-Tech during the RFP process, so it's fitting that there are ambitious plans for the future. The team is hoping to implement:

- ▶ Integration with the current UKG HCM system and roll-out of the upcoming UKG Dimensions integration.
- ▶ Learning content translated into languages including Karen, Hmong, and Burmese.
- ▶ A continued focus on gamification with even more badges, ranks, and leaderboards.
- ▶ A forum where subject matter experts can provide answers to common questions.
- ▶ Creating more custom certificates within the system that employees can download.
- ▶ Building in learning goals with the goal-tracker feature.

The close connection between the Lube-Tech team and Brainier's staff during the initial roll-out has set a precedent where any level of expansion seems achievable, increasing the value of Lube-Tech University even further.





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