When a leading provider of industrial automation solutions called on GP Strategies™ to manage their US-based customer training business, their training business started to grow.

Focusing on the logistics and delivery of training so you can focus on strategic goals.

Many organizations find that the backend management duties and delivery of customer training can bog employees down in details that take attention away from high-level, strategic concerns. Outsourcing those services not only helps improve the overall scope and effectiveness of a company's customer training business, but it can also reduce costs, improve training quality, and increase the flexibility of their training function.

In 2007, GP Strategies was hired by a leader in automation solutions to provide training coordination, logistics, delivery, and program management services for over 250 unique courses that help their customers get the most out of their industrial automation products, software, and technology. Each year, GP Strategies manages and delivers over 2,000 training events for them in North America, prints and ships tens of thousands of copies of hardcopy course materials, manages nearly 6,000 freight shipments, and instructs over 20,000 students. To support this, we also maintain and manage an inventory of over 1,600 pieces of training workstations, laptops, and equipment.

Over the course of the relationship, we have helped grow our client’s customer training business portfolio through the addition of some of our off-the-shelf courses in electrical, mechanical, hydraulics, and industrial leadership, as well as added eLearning and blended learning development capabilities. We also improved the quality of course delivery and the end customer training experience, increased the efficiency of instructor and training demo workstation utilization, and eliminated the fixed operating costs required to run our client’s customer training business in-house by moving the business to an outsourced, variable cost model.

The result is an increase in our client’s customer penetration in both new and existing accounts and outcomes that have consistently yielded defect-free training deliveries 98% of the time. All of this has contributed to an average of 10% year-over-year compounded annual revenue growth in their customer training business since 2010.

Learn more about our vendor management services at http://www.gpstrategies.com/training/
Our Services
GP Strategies works with leading global organizations in both the public and private sectors to deliver high-impact training, consulting and performance improvement solutions. We partner closely with individuals and teams across those organizations to deliver everything from leadership development programs and sales solutions to learning technologies and performance-based engineering solutions.

While our services are diverse and comprehensive, all are built on a foundation of human performance improvement with emphasis on time- and money-saving benefits that last long after our work is done.

Making a Meaningful Impact
We are at our best when we’re helping our clients achieve their best. GP Strategies’ passion is to make a meaningful impact by helping you:

- Create leaders that drive performance at all levels
- Sell more... faster
- Deliver efficient and sustainable energy
- Ensure safe products
- Develop effective practices and work environments
- Prepare communities and organizations to mitigate risks
- Achieve results in complex regulatory arenas
- Empower people to reach their highest potential
- Improve performance across the globe