



Jaguar Land Rover's training operation drives course authoring time down by 90 percent

Jaguar Land Rover's training and development operation caters to a sales force of over 60,000 dealers working out of 2,500 dealerships in more than 150 countries worldwide. Disconnected by geography, language and culture one thing unites the operation's global sales team: Everyone at Jaguar Land Rover understands the power of speed.



Responding fast and remaining firmly on course: these are the guiding principles that drive earning and development at Jaguar Land Rover today. If one of Jaguar Land Rover's competitors launches a new model then Jaguar Land Rover's sales and support operations need to be confident that all staff across the dealer network can be equipped with the specific knowledge they need to sell effectively against new competition now, not five months from now.

If an unexpected service issue occurs on any one of Jaguar Land Rover's vehicles, then every technician across the network must have access to the critical information required to fix it fast, whether they're working out of the busiest urban dealership or any number of smaller rural locations.



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Driven by experience

Jaguar Land Rover first took to e-learning when e-learning was still in its infancy. Like many early adopters, programmes were often born out of the raw promise and potential that comes with pioneering spirit rather than the fine-tuned experience that Jaguar Land Rover is able to implement today.

Having gone through what training experts often refer to as e-learning's "difficult teenage years" the matured content creation process now getting underway at Jaguar Land Rover draws its inspiration from the efficient, well-honed principles

The company



Jaguar Land Rover designs, develops, manufactures and sells Jaguar premium sports saloons and sports cars and Land Rover premium all-terrain vehicles, as well as related parts and accessories. The company has a long tradition as a manufacturer of premium passenger vehicles with internationally recognised brands, an exclusive product portfolio of award-winning vehicles, a global distribution network and strong research and development (“R&D”) capabilities.

The company employed 18,059 employees globally (including agency staff of 2,849).

that have made Jaguar Land Rover’s products “best in class” award winners the world over.

Twelve months ago Jaguar Land Rover decided to streamline its content development processes and adopt one single authoring system for all of its learning content across all its markets. After a rigorous selection process, the operation’s learning and development leaders are now fast tracking roll-out for the Mohive rapid e-learning solution.

Mohive’s people have been supporting the global roll-out by hosting a number of workshops for Jaguar Land Rover’s content creation companies in the UK and around the world: and Jaguar Land Rover’s content creation agents are already starting to see the rewards.

Early data coming out of Jaguar Land Rover’s training operation indicates that when content creators use the Mohive solution it shaves authoring time down by between 80 and 90 percent: A process that routinely took anything from five to ten weeks is now taking as little as five days. Jaguar Land Rover has the ambition to develop courses in five days and to this end, expects that its entire UK and international course portfolio will be created on Mohive by the middle of the year..

Experience is everything in the auto business but that does not mean that all learning need be experiential: no e-learning course will ever substitute the experience of testing the 180 mile performance of an XFR. But when support can be delivered online it’s always the preferred option in a competitive sales environment where every hour spent away from the dealership means less time available for sales.

Creating and delivering content that’s really relevant and tactical now, keeps the business on course for tomorrow and can be available in weeks. That’s the key strategic push for learning in Jaguar Land Rover today.