

# RTS Group case study: **Running an Academy**

## The challenge

The UK division of a leading Japanese motor manufacturer needed to streamline learning and development for the customer-facing staff within its dealerships, working in sales, aftersales, parts and service. Its learning and development had been piecemeal, with no effective measure of the results and return on investment.

## Solution

RTS Group was brought in to set up and run an academy, to take complete charge of the organisation, design and delivery of learning and development programmes for frontline dealership staff in the UK, as well as promoting the academy to the dealerships and encouraging take-up.

In the eight years since it was founded, hundreds of candidates have gone through the training programmes, using methods ranging from one-to-one and classroom learning, through to elearning using smart phones, tablets or online tools.

Among these highly successful programmes are a one-day event for all new customer-facing staff, where they are thoroughly immersed in the brand. Building brand loyalty is key to staff retention in an industry with a notoriously high turnover of staff.

A more extensive and intensive programme looks at training up the next generation of dealership management, and extending the knowledge and skills base of the current management so they can run a more efficient, successful business.

The most recent programme concentrates on talent attraction, to look beyond the automotive sector and bring in the best and brightest individuals who will be the dealership managers of the future.

## Results

The Academy is delivering success on three fronts: staff recruitment, staff induction and retention, and increasing the skill sets of managers. The return on investment with dealerships where the Academy team has worked with the management has been high and in all cases delivered improved sales, profits and customer satisfaction.

“ Building brand loyalty is key to staff retention ”

