



MotoSports, Inc.: A Case Study

Challenge

It's no secret that running a dealership is like managing separate businesses comprised of Sales, Service and Parts. For Atlanta-based MotoSports Inc., the challenge of training staff was crucial to the success of their business, and issues became apparent as they struggled to roll out training for department-specific operations manuals. With the choice of either integrating a costly enterprise packaged application known as a Learning Management System (LMS) or a Web-based Learning Content Management System, MotoSports President, Rod Stuckey brought in Training Manager David King to help address what Stuckey referred to as "a very strategic and corporate issue." The task-at-hand for King was to find a system that could bridge the gap between the powerful administration functionality of the LMS and the ease-of-use and cost efficiency of the Web-based LCMS.

Results

MotoSports, Inc., comprised of two motorcycle/ATV dealerships, felt isolated by expensive and complicated Learning Management Systems, cumbersome eLearning development tools and false promises from vendors. Eventually, MotoSports partnered with ePath Learning, the leader in on-demand learning solutions, to beta-test **ePath Learning's ASAP+**, an online learning portal. MotoSports finally found the right fit in a training solution that combines the benefit features of both an LCMS and LMS while eliminating the liabilities of software ownership associated with each. Organizations like MotoSports Inc. can now collaboratively author eLearning courses, tests and surveys, while they seamlessly deliver and manage all their learning content – be it on-line, classroom-based, synchronous, asynchronous or blended modes – via a single, browser based, easy to use, online service. The critical savings for MotoSports will be realized in learner accountability, undisturbed staff productivity, and overall platform longevity.

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Today, Rod Stuckey and David King have created the MotoSports online University and leverage **ASAP+** to perform critical training for Sales, Service and Parts personnel in order to improve the over-all customer experience. "ePath Learning was the only vendor that delivered on its promise to enable us to write our own content and make effective progress in a short time," said Rod Stuckey, president of MotoSports Inc. "As a part of our new Performance Foundation Course developed with ePath Learning **ASAP+**, a new employee can log on to our eLearning university and quickly learn about the company's culture, direction and policies."

David King, training manager at MotoSports Inc. added, "The impetus of upgrading to **ASAP+** was the integration of our online reference portal. The reference library feature in **ASAP+** is valuable to us because we deal with electronic and hard copy documents, and this library enables learners to have fast and easy access to support material, graphics, insurance forms and HR documents...all as a part of the course material. **ASAP+** has become our company's intra-net, managing all learning content."

About ePath Learning: [Our Mission](#)

ePath Learning, Inc. develops and offers the most advanced, yet easy to use, online and professional services enabling organizations to create, deliver, and manage customized, on-demand learning solutions. We believe in the power of people not products. Even the best product is useless if it is underutilized. We measure our own success only by the success of our interaction with our customers and ultimately, their success with our services.