

Industry: Automobiles  
Use Case: Employee, Sales, Service & Support & Franchise Training

# Arnold Clark provides **world-class customer experiences** using **SAP Litmos Training & Content**

Arnold Clark is Europe's largest independently owned motor dealer. They sell over 280,000 cars a year, but it isn't just because of their stellar salespeople. All employees play a valuable role in their continued success, and they put customer experience at the heart of everything they do. Training is vital in creating these excellent customer and employee experiences, because when you treat your staff properly and give them the tools they need to succeed, your customer interactions will positively reflect that. Arnold Clark provides the highest levels of customer service within each brand, with a keen eye to improve customer experience and take customer feedback into action.

Prior to utilizing any type of training platform, Managers at Arnold Clark identified a challenge of passing on consistent messages to their teams within each branch. The training team realized the severity of this issue because their sales and service teams work the closest with clients and they want to make sure staff is consistently saying the right things and providing the same level of service across each branch. They needed a platform to get these global messages out to all their staff, track progress and receive cohesive reports. Their salespeople take exams on an annual basis and providing online training would help give them all the tools they need to succeed.

Arnold Clark chose SAP because of its ease of use. They considered building something in-house, but they knew SAP Litmos would always be ahead of the curve and that is exactly where Arnold Clark wants to be. They create their own content, in addition to utilizing SAP Litmos' off-the-shelf courses and they find that to be a really good recipe for success. They truly believe the experience their customer gets starts with the experience their employees get, so their training and development is key to the success of Arnold Clark's business. By utilizing SAP Litmos Training & Content, their teams are spending less time outside of the business, which has resulted in lowered costs and better exam results, which motivates everyone to a higher level.

Learn more at [www.litmos.com](http://www.litmos.com)

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**40% increase**  
in engagement after initial launch.



**Immediate cost reduction**  
of £50,000.00 because less time away  
from the business.



**Better exam results**  
because staff are set up for success.