

Learning is Top Priority at PureCars, Thanks to Mindtickle
Industry: Automotive Software Company Size: 200+ Use case:
Onboarding and training, Sales Readiness Chelsey Moon
Director of Learning and Development I'm a team of one,
and Mindtickle allows me to create content quickly and
easily without having a full learning team behind me. It's
a tool I can use to deploy learning efficiently across all
departments. About PureCars PureCars is an automotive
marketing and financial technology company in the business
of transforming the way dealer groups, Tier 2 and Tier 3
providers make decisions that impact their bottom lines
—from advertising to operations. PureCars helps dealers
make better marketing decisions with data, delivering more
clicks, calls, leads, visits, and ROs for dealers every
day. The challenge When Chelsey Moon, Director of Learning
and Development at PureCars, joined the organization, she
was tasked with supporting sales enablement and serving as
an advisor across all other departments. The organization
was using a basic learning management system that offered
a poor experience for the end-user. For more impactful
training, she was looking for a robust solution that would
not only engage employees but would also drive her efforts
to build an entire learning ecosystem. The solution With
Mindtickle, Moon increased learning engagement across
employees on the sales team and within other
departments. With 68% of employees as active Mindtickle
users, training completion rates are higher than ever. The
platform provided ease of use not just for PureCars
employees, but Moon herself as an admin. She easily creates
Courses and Missions, makes quick updates, and tracks both
completion and performance for individuals, teams, and
departments. The impact Customizable and trackable
learning paths for different departments and teams 60%
active monthly learner engagement Enhanced communication
through surveys and other opportunities for feedback