

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