

AT A GLANCE

Challenges

- Train different audiences across the country.
- Create and distribute relevant content, quickly & efficiently.
- More user-friendly & intuitive interface.

Benefits

- Unified content management for different audiences such as employees and customers.
- Decreased costs and time creating courses.
- Improved engagement of courses offered by the platform.

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We really enjoy working with Enabley. It is an intuitive, easy-to-use platform and offers autonomy for our team to work.



Bianca Guimarães
Maxxi Training Academy

Challenges

In 2011, DPaschoal group created Maxxi Training to consolidate knowledge and enhance the training of automotive service people, managers, clerks & business investors, through a wide distribution of technical content in the sector.

In 2021, the need for a more modern platform, accessible to all DPaschoal audiences was understood. The company searched for a learning platform, with the aim of facilitating the creation of content, improve the management of synchronous and asynchronous training and increase the engagement of employees and customers.

Solutions

DPaschoal found in Enabley a solution to unify training for employees and customers. The structured capabilities of Enabley assisted in promoting training and professional updates for the entire automotive segment. Through the use of sub-accounts, it is possible to manage content for different audiences. In addition, the easy to use content creation tool and library of content makes it efficient and easy for our team to produce courses and distribute information.

Outcome

- More than 28,000 certifications issued in 2 years of using the platform.
- Reduction of costs & content creation time
- Increased engagement of all Maxxi Training Academy audiences.
- More than 3,900 active users and 300 courses created since the beginning of the operation