

MINDFLASH CASE STUDY: CCCIS



Increasing speed-to-competency among insurance carriers via targeted training

Overview

Situation:

CCCIS needed a scalable, multi-purpose training solution for several aspects of their fast-growing business.

Solution:

After a lengthy evaluation process, CCCIS selected Mindflash because of its simple-but-powerful design and its ability to scale with minimal IT resources required.

Results:

40,000 course completions since launch helping trainees come up to speed on product features and benefits faster.

“
The primary differentiator with Mindflash was the ease with which our content creators, instructional designers, SME's, and technical writers could access the system and quickly push all of their content live.

— ”
Dannette Ford

Director of Learning Services
CCC Information Services

Situation

CCCIS is the nation's leading provider of advanced software, workflow tools and enabling technologies to property/casualty insurance carriers and automotive collision repairers. The company is recognized as an innovative leader in the insurance telematics space, applying the power of telematics to the entire insurance process from initial marketing to policy underwriting and claims. Its client base includes 350 insurance companies, representing thousands of insurance agents. CCCIS also delivers the most comprehensive, best-in-class industry insights by leveraging data captured from the millions of transactions processed through its network, as well as the forward-looking, trusted advisory services delivered by its people.

However, the company's Learning Services Director Dannette Ford identified one area for improvement. "Online training at CCCIS was harder than it needed to be," she says. Learning Services Design Managers could put content into their intranet and get a few reports with engagement data, but the training process was completely manual and resource-intensive.

Solution

CCCIS needed a scalable, multi-purpose solution for several aspects of their business. They wanted something simpler, cloud-based and fast to implement, something that wouldn't require much if any IT involvement and support. After a lengthy evaluation process, the choices were narrowed down to three candidates. CCCIS selected Mindflash because of its simple-but-powerful design for creating and distributing content with little or no IT impact. Mindflash could also be easily scaled for CCCIS's future needs, including creating content for customers.

"The primary differentiator with Mindflash was the ease with which our content creators, instructional designers, SME's, and technical writers could access the system and quickly push all of their content live," says Ford.

CCCIS is constantly building and innovating new software products for insurance agents. To meet that need, they began using Mindflash to launch and grow product certification programs. CCCIS heavily leverages Mindflash's innovative assessment and tracking features to manage their certification programs.

"CCCIS is now uniquely positioned to deliver on-demand learning to key stakeholders. We've partnered with Mindflash to build a truly dynamic learning experience that can easily scale to support our continued growth," says Ford.

Results



CCCIS's Mindflash implementation brings together 700 courses in one interface.



CCCIS trainees have increased their speed to competency with targeted product training.



40,000 course completions since launch.

Questions? Call us at [+1.877.771.1900](tel:+18777711900)