Administrate + BOSTON WHALER

Learning Analytics to Drive Data-Driven Decision Making

How Boston Whaler's HR Team Leverages Training in Manufacturing

The Challenge

When Boston Whaler, a subsidiary of the Brunswick Boat Group, came to Administrate, they were focusing on doubling capacity by leveraging training as a competitive advantage. They were facing challenges shared by many large-scale enterprise training teams:

Talent retention. With 6-12 new employees being onboarded weekly, retaining their best talent was imperative, and they didn't have a way to track the causes and stressors of turnover.

Managing complex training logistics. Training their employees was a huge undertaking, and maintaining visibility on work patterns, shift schedules, classroom space, equipment, and vendors through spreadsheets was becoming a hindrance.

Lack of insightful reporting. Their learning tech wasn't integrated with critical business systems, which impacted data integrity and made data-driven decision making difficult.

Bottom Line Outcomes

55% Reduction in Employee Turnover

Using Learning Analytics to Pinpoint Turn-over Contributors

Simplified Training Management, Including Logistics, Documents, and Schedules, Using Our Cloud-based Platform

Leveraged Training as a Competitive Advantage Through Employee Engagement Tracking and Improvement Planning

ABOUT BOSTON WHALER

For more than 60 years, Boston Whaler, a division of the Brunswick Corporation, has engineered the most reliable and innovative boats on the market. Today, they continue to push the boundaries with boats designed to be unsinkable and patented innovations that bring unparalleled luxury and practicality to boating.

Overview

Boston Whaler needed to scale up quickly, and prioritized training as the key to that growth.

Before Administrate, however, their training staff manually entered all data, tracked training through spreadsheets, and maintained vital documentation only on paper, making accessibility and version control difficult to achieve.

They recognized that they were beginning to lose valuable time against their goal to scale rapidly, and missing opportunities for deeper employee engagement, a critical metric of their growth initiative.

The Solution

Administrate's training operations platform helped Boston Whaler:

- Leverage learning analytics to gain insight into the causes and stressors of employee turnover.

- Reduce spreadsheets by managing all of their training logistics with one scheduling tool, rather than an Excel or Google Sheets file.

- Get automated reports to reveal where employees were in the progression of their training, and which employees were the most engaged with their learning paths.

> "Since implementing Administrate, we've been able to bring a lot more visibility to the training program, which has given us the ability to make sure we know exactly where our greatest needs are, and how to tackle those situations.

Supervisor of Training at Boston Whaler

The Results

By leveraging learning analytics and maximizing efficiency with a deeply connected learning tech infrastructure, Boston Whaler has dramatically reduced employee turnover from 50-60% to 5-10% and increased efficiency plant-wide. They now leverage training as a competitive advantage and provide training at all levels of the organization, from new hires to senior leadership.

EXPLORE HOW ADMINISTRATE CAN WORK FOR YOU

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