



Yamaha Motor Solutions India drives 15% productivity gain and boosts retention with Coursera



Industry
IT Services



Location
India



Size
750+ employees

Overview

Yamaha Motor Solutions India (YMSLI), a Global Capability Centre (GCC) of Yamaha Motor Co., Ltd., delivers end-to-end digital, IT, and engineering solutions across 25+ countries. With more than two decades of expertise, YMSLI enables business transformation through innovation, data-driven insights, and emerging technologies. The company has established itself as a trusted technology partner, built on a foundation of collaborative teamwork and operational excellence. YMSLI's culture emphasizes knowledge sharing and professional growth, values that have driven their success in delivering complex IT solutions across diverse markets.

As client demands evolved and technology landscapes shifted rapidly, leaders sought to improve their learning infrastructure, keeping employees skilled and engaged. Existing systems were fragmented, barring full visibility into skill development and creating barriers to consistent, high-quality training. Through Coursera, YMSLI modernized their talent development approach, achieving remarkable results: 85% course completion rates and measurable business impact within six months through embedded continuous learning.

The Challenge

YMSLI recognized the need to improve their learning record management and promote more consistent professional development across the organization. Without a unified platform, there was a lack of visibility into how skill acquisition connected to business performance, making it difficult to measure ROI or identify critical capability gaps. Employees had minimal access to structured upskilling opportunities, creating knowledge silos that hindered cross-functional collaboration.

Outcomes

85 %

of enrolled employees completed at least 1 course in 6 months—much higher than industry standard

70 %

of employees reported improved job performance

15 %

increase in cross-functional team productivity among IT, marketing, and operations departments

In the rapidly evolving IT landscape, these limitations pose significant risks and hinder skill acquisition. Without a scalable learning infrastructure, YMSLI couldn't adapt quickly to changing client demands or emerging technologies. They wanted to provide employees with clearer development pathways while ensuring training investments aligned with both individual career goals and business objectives.

YMSLI sought a comprehensive learning solution that could embed learning into daily operations across all levels and deliver measurable business impact.

The Solution

Yamaha MS India chose Coursera to revitalize and unify their professional development capabilities. The platform delivered centralized learning management alongside access to university and industry courses spanning technical skills, leadership development, and emerging technologies. Role-aligned course recommendations help employees identify relevant training for their current responsibilities and career goals.

To maximize engagement with the new learning program, YMSLI focused on cultural integration and systematic adoption. Leadership actively championed professional development initiatives, while designated learning ambassadors within departments provided peer guidance and encouraged participation. Coursera courses were woven into Individual Development Plans and performance discussions, creating direct links between learning and advancement opportunities.

Strategic communication maintained momentum through targeted updates, progress celebrations, and skills-focused recognition programs. Course suggestions matched both individual interests and organizational priorities, ensuring new capabilities translated into workplace applications.

The program rollout emphasized accessibility and flexibility. Employees could pursue learning during designated work time or independently, accommodating different schedules and learning preferences.

Coursera's support team ensured smooth technical integration with existing systems.

This comprehensive approach transformed workforce training from individual upskilling activities into a strategic capability that supports both personal growth and business objectives, positioning YMSLI to better serve clients while advancing employee careers.

The Results

Within six months of implementation, YMSLI achieved significant progress across professional development metrics. The results demonstrate how strategic learning investments can enhance both individual performance and organizational capabilities when supported by effective implementation and leadership commitment.

High engagement and completion

- 85% of enrolled employees completed at least one course—significantly above industry benchmarks
- Over 1,200 learning hours logged across technical, leadership, and cross-functional topics
- 70% of employees reported tangible job performance improvements

Measurable business outcomes

Cross-functional collaboration flourished as employees applied new skills to joint projects. Employees from IT, marketing, and operations used new leadership and analytics skills to drive a cross-functional project, **boosting team productivity by 15%**. Leadership development also accelerated, **with 20% of leadership-track participants being promoted** or took on new responsibilities in just six months. The learning culture shift improved **employee retention, with rates improving by 10%** during the implementation period, highlighting the value of career development in talent stability.

Real impact stories

One notable success is the case of Vishal, an IT manager who enrolled in Coursera's Data Analytics course. By applying his new skills, Vishal leveraged data insights to optimize a marketing campaign that resulted in a 25% increase in lead generation over a three-month period.

His direct application of new knowledge has been instrumental in driving business outcomes, and his success has been highlighted as an example of the tangible benefits of continuous learning.

The company's cultural shift has been equally significant. Learning conversations now happen naturally across teams, with employees sharing insights and recommendations. YMSLI has successfully embedded continuous learning into its organizational fabric, creating a sustainable competitive advantage through workforce agility.

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One feature that truly stood out was Coursera's personalized course recommendations. The platform's ability to suggest relevant content based on employee roles and previous learning has significantly increased engagement and ensured alignment with both individual growth and organizational needs. Additionally, the responsive customer support made onboarding seamless and hassle-free.



Shantanu Sharma

Assistant Manager, YMSLI HR

Impact Snapshot

10 %

improvement in
employee retention

20 %

of leadership-track learners
promoted or took on new
responsibilities within 6 months

1,200 +

learning hours logged in
6 months



Turn learning into your competitive advantage

Transform talent development into measurable business results.

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