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Customer story



## Industry

Parking management

## Use case

Employee onboarding, employee upskilling, compliance training

## Solution

[Absorb LMS](#), [Absorb Create](#),  
[Absorb Engage](#)

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# Challenge

- Limited visibility into mandatory course participation.
- Manual processes (via Excel) to manage training.
- Need to support diverse employees across 400+ cities and 4,000 locations.

# Solution

- Absorb LMS to unify compliance training.
- Rapidly developing and deploying new course content with Create.
- Use of Create AI to support course development.

# Results

- Able to support compliance training across multiple regions.
- Providing accurate, real-time reporting
- Approximately 200 courses developed in less than a year with limited resources.

# Summary

LAZ Parking is one of the largest parking management companies in the U.S. and Canada. When the company saw it outgrew its learning solution, it recognized the need to adopt a robust LMS that could help automate mandatory compliance training and contextually recognize roles and locations. Absorb LMS has allowed LAZ to unify its compliance training and rapidly deliver hundreds of professional development courses to meet its safety and people-first goals of supporting its employees. Prioritizing employee safety through training enables LAZ to fulfill its mission of being a people-first organization, ensuring every employee feels prepared, valued, and supported.





## Colt Alton

### Learning Technology & Experience Manager

“

Never before have I seen such a small team be able to develop as much content to support so many people. I attribute that to how easy Absorb Create is to use and the level of quality output you get from the course experience.”





# From curbside to company-wide: LAZ Parking **scales** **learning** with Absorb LMS

Founded in 1981 by three friends in Boston, parking management company [LAZ Parking](#) has maintained its founders' people-focused mission to "create opportunities for (its) employees and value for (its) clients."

Over 40 years, the company has grown from a single valet location to one of the largest parking companies in the U.S. and Canada. It operates 1.2 million parking spaces in just over 4,000 thousand locations and 400+ cities across the country and in several sectors, including hospitality, sports and entertainment, medical, government, retail, commercial, and residential.

The company now boasts more than 15,000 employees split into two groups. About 30 percent of its team are salaried full-time employees, but the bulk of its staff are part-time, hourly workers on the front line, such as valets, parking attendants, cashiers and uniformed security guards.

For a people-centric company like LAZ, training both these groups is essential, as is meeting mandatory local compliance requirements.

## A need for a **more robust** learning solution

The company's rapid growth had outpaced its existing learning software, creating a need for a more flexible and robust solution to manage its size and geographic diversity, explains Colt Alton, the company's Learning Technology & Experience Manager.

Limited visibility and reporting, along with challenges in efficiently delivering training at scale, led to reliance on manual processes like Excel sheets. "We needed a more scalable way to manage training across our diverse workforce," Alton notes, emphasizing the importance of adopting a system capable of contextual delivery to meet the organization's evolving needs.

With regions having different compliance expectations, Alton says LAZ needed a learning management system (LMS) that could deliver training based on employee role and location.

In January 2024, LAZ implemented Absorb LMS, which met its compliance training needs and provided a path to future learning initiatives. The company deployed Absorb LMS, as well as the Engage and Create features.

"There was a true need to be able to lean into some of the dynamic rule sets that a system like Absorb could provide to automate compliance training."

# Unifying **compliance training** with Absorb

While LAZ's main challenge was ensuring mandatory compliance training across its diverse employee base, Alton recognized the opportunity was much greater. "I saw the vision of what Absorb could assist us with," he says. "I was confident it would **open doors in terms of professional development, leadership development, and content.**"

When investigating an LMS, he says it's vital to ask two questions: What is the problem you're trying to solve? And where will growth take you? LAZ needed an LMS that would **scale alongside the company.**

"Dream big," he says. "And align yourself with a technology solution that's going to grow with you."

For LAZ, the right solution was Absorb. In a short time frame, the company has used the platform to **provide compliance, leadership, and skills training** across the United States and Canada.







## Rapid course development

With a small learning and development (L&D) team, the bulk of course authoring falls on a few individuals. He says Absorb Create has been a significant benefit here.

“The use of Create as a tool that’s embedded in the platform has noticeably enhanced our rapid development and deployment of courses,” Alton says.

“We’ve been able to successfully create about 200 courses in Create to support a 16,000-user instance,” he says. “So, as an instructional designer, it has rapidly increased our ability to scale course creation and offer rapid deployment.”

## Tapping into **AI** for even faster development

To aid in the course development efforts, Alton said the team has taken advantage of Create AI to assist in the course design process. “It gives us a good first draft and then we can tailor it with LAZ-specific language and tone.”

The team has used Create to build a range of course materials, including **e-learning, videos, quizzes, and even 10-week-long upskilling programs**. Recognizing that different employees will gravitate to different approaches to learning, **Create has allowed him to quickly create and deploy multiple options for learners, which he dubs a “Choose-Your-Own-Learning” experience.**

“Never before have I seen such a small team be able to develop as much content to support so many people,” Alton says.

Alton says one of **Absorb’s biggest advantages is the flexibility of its reporting capabilities.**

“In addition to rapid content creation, the biggest impact has been reporting,” Alton says. “It’s more than reporting that checks a box. **We’ve democratized learning data reporting by putting tools in the hands of managers to more effectively empower their teams.**”

In this way, Alton says Absorb is providing value to LAZ managers. “**It’s allowing managers to tailor messaging to align with each person’s professional development.**”





## Aligning learning with company values

LAZ takes its commitment to employees seriously and the new learning management system in place supports that goal.

“LAZ as a company is pretty vocal about being people-first, in a world that is going increasingly more into technology and AI,” Alton notes. “We use technology to enhance our operations, but never to replace the human touch.”

He adds, “Our mission statement is to create opportunities for our employees and value for our clients. If we can train, develop, and set an expectation of excellence of our employees, those individuals are going to show up and deliver value for our clients. Absorb helps us fulfill this goal.”





## Onward and upward

Nearly a year into its new LMS deployment, Alton has started to look at what the future holds, and the Absorb roadmap plays a role in that investigation.

“Now that we have this robust system in place, we will turn our attention to how best to use it. Utilization is the ultimate KPI,” Alton says. “There’s going to be a lot of opportunities to continue to partner with Absorb to help us envision how we can better invest in and use the system and build content. **Content is king.**”

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