

Absorbie 2025 **finalist**

**Absorbies**  
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dura·line ACADEMY

Customer story



## Industry

Broadband & telecom

## Use case

Customer education, partner enablement, employee onboarding, employee upskilling, sales & product training, frontline training

## Solution

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

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# Challenge

- Limited reporting capabilities and low engagement.
- Need for modern training that resonated with external audiences.
- Lack of scale, interoperability and flexibility.

# Solution

- Dura-Line Academy built on Absorb LMS.
- Bite-sized mini-courses and a path to earn certificates.
- Custom dashboards, co-branded certificates and personalization.
- SSO and regional dashboards for access and engagement.

# Results

- More than 32,000 course completions across 90 countries.
- Faster learner adoption and becoming field-ready more quickly.
- Dura-Line positioned as a trusted industry training partner.
- Seamless access across markets, with scalable delivery to 6,300+ learners.

## Summary

To better help its customers and raise the standard for training in its industry, market leader for communications conduit, Dura-Line, re-envisioned its training program to be modern, accessible, and engaging. But when its initial learning platform proved too limited in scale and user experience to support its new Dura-Line Academy, it adopted Absorb LMS, Absorb Engage, and Absorb Analyze to transform training into a modular, bingeable experience tailored to roles and regions. In just three years, the Academy grew to train over 6,300 learners, becoming a strategic asset that improves job readiness, customer retention, and field performance.



# Madison Carroll

## Global Program Manager



We squeezed every bit of potential out of Absorb LMS — and then some. From day one, we were exploring every feature, pushing every button, asking every question, and figuring out how to make Dura-Line Academy feel like more than just another training site.



# From boring to bingeworthy: Dura-Line creates next-level training academy powered by Absorb LMS

Behind the scenes of many seamless and reliable internet or electrical connections, one might find the fingerprints of [Dura-Line](#).

The Knoxville, Tennessee-based company is a global manufacturer of high-density polyethylene (HDPE) conduit and connectivity solutions used in telecommunications, data centers, transportation, and power infrastructure. For more than 50 years, the company — now the connectivity solutions arm of global infrastructure and sustainability company Orbia — has provided the physical pathways for fiber and power networks that connect people worldwide.

Today, Dura-Line operates 21 manufacturing facilities and serves customers in more than 50 countries, producing over 500 million meters of infrastructure every year. It maintains a strong focus on innovation, safety, and sustainability, taking seriously its role in creating the digital backbone of modern society.

## Setting the stage for **reliable and sustainable** connectivity

Building secure, reliable telecom and broadband networks demands expertise, and education is vital to Dura-Line achieving its big-picture goals.

But the company struggled with ineffective, outdated training methods that required lengthy, in-person sessions — heavy on PowerPoint slides and light on consistency. It lacked the **interactivity, customizability, and scalability** that modern learners demand to stay engaged.

Madison Carroll, Global Program Manager at Dura-Line Academy, says the company had a vision for a more modern, industry-leading 24/7 training program. Thus, Dura-Line Academy was born.

“Our industry’s training didn’t match how people learn today, and we wanted to build something that did,” she says. “We wanted Dura-Line Academy to feel different from the very first click. Something modern, flexible, and genuinely helpful.

A place where anyone working with conduit or fiber — network owners, contractors, engineers, students, government, and even brand-new hires — could all find training that makes sense for what they do.”

The company initially launched its Academy on a “clunky” platform that offered limited reporting, poor user experience, and minimal engagement, which led to low adoption and impact. Just as Dura-Line’s solutions help connect communities, the company needed to connect its learners to the training they needed most.

Carroll continues, “Our vision was to build a new kind of learning experience. We designed training like Legos: **modular and stackable**. Learners choose the pieces that fit their role or project and skip what doesn’t apply.”

But to do this, especially on a global scale, the company needed an equally **modern, flexible and scalable solution through which it could deliver relevant, role-specific training to its employees, customers, and partners** alike.

## Crafting a flexible, fun, and bingeable training experience

To transform its training program into an engaging, accessible, and scalable experience, Dura-Line turned to Absorb.

Over the past three years, the company implemented Absorb LMS, Absorb Engage, and Absorb Analyze to enhance the Dura-Line Academy.

“We squeezed every bit of potential out of Absorb LMS — and then some. From day one, we were exploring every feature, pushing every button, asking every question, and figuring out how to make Dura-Line Academy feel like more than just another training site,” Carroll says.

Engagement was key. While the company would use the Dura-Line Academy to train its own personnel, it was primarily externally focused. Content needed to resonate — whether it was an engineer designing a network from their desk at the head office, or a technician installing fiber in the field.



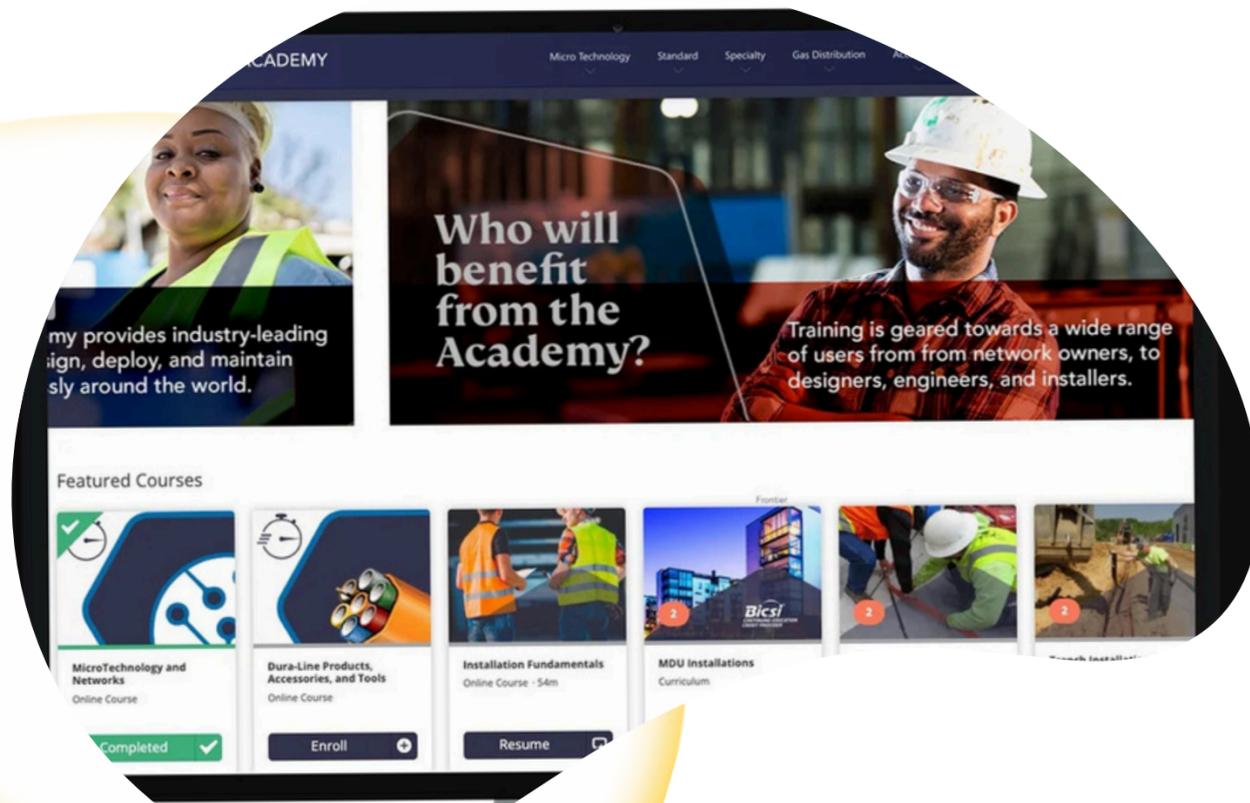
Complex industry topics were broken down into **bite-sized mini-courses**, and **personalized dashboards** were developed. “We like to say that we all have “TikTok attention spans” now, so we broke our training into bite-sized mini-courses that stack into full certificates,” Carroll says.

The company also created custom-branded certificates for its key customers, driving even **greater engagement, while making training role-based and more accessible**.

“Honestly, we wanted it to be binge-worthy,” Carroll explains. “Like getting sucked in and watching 15 back-to-back episodes on Netflix, we wanted our learners to say, ‘I’ll just do one more mini course before lunch.’ And when they finished their training, we wanted them to walk away thinking, ‘Finally. This is how training in our industry should be.’”

Dura-Line implemented several key features to achieve its next-level training goals:

- **SSO integration** — Connecting Absorb with other online platforms for seamless login.
- **UX optimization** — The team used Absorb’s private dashboard to make it easier for learners to find the content they needed, with relevant content front and center.
- **Badges and certificates** — Each mini-course awards a digital badge on completion, and each full series of courses prompts an exam to earn certification. “Bite-sized training is turned into a larger journey, with positive reinforcement along the way,” Carroll notes.
- **Global Resources** — The company provides blogs, brochures, and useful on-the-job videos in the Global Resources section of the LMS, while tracking usage to develop and refine future content.
- **Leaderboards** — For internal training, the company began using Engage Leaderboards for motivation. “We found out quickly that a little friendly competition goes a long way.”
- **VIP experiences** — Dura-Line created unique experiences for key customers by utilizing custom dashboards including Engage banners and co-branded certificates.



“The cherry on top,” Carroll expands, “We created bespoke training packages and custom certificates for key customers, including their logos, making training a true partnership, and ensuring their learners got the training they needed.”

To better resonate with its learners, the team made key tweaks to the LMS’s default language — for instance, changing “credentials” to “badges and certificates” to avoid sounding too corporate.

Absorb’s department structure provided Dura-Line with the perfect framework to localize access by region, creating separate experiences and access for its diverse set of customers across Europe, Canada, and the U.S.

Since implementing Absorb, the company has made great use of Absorb Analyze, leveraging its **dashboard and report manager** to demonstrate the program’s value.

“We empowered leaders at the company’s using Dura-Line Academy with the data they need,” Carroll says. “Some prefer Absorb’s manager feature for live updates, others prefer weekly dashboards sent from Analyze Report Manager. Either way, we make it easy for our training leaders to get the insights they need.”

## Transforming customer education into a **strategic asset**

Since adopting Absorb LMS, the Dura-Line Academy has grown remarkably. From an initial user base of just 77 users and three one-hour courses, in just three years the program has expanded to host more than **6,300 learners across nearly 90 countries, with over 65 mini-courses available** — resulting in over 32,000 mini-course completions.

“We’ve **scaled globally, embedded training with customers, and made learning faster, more relevant, and way more fun.** The switch to Absorb didn’t just improve our metrics—it kept our program alive,” Carroll says.

The Academy has also grown in its strategic role to Dura-Line over those three years. It has positioned the company as more than just a conduit provider, but a **true training partner** across the broadband and telecom industry. The Absorb-powered Academy is improving **customer retention** and has turned Dura-Line into a go-to source for training and innovation.

**32,000**  
mini-course completions

**6,300**  
global learners



“Dura-Line Academy plays a key role in helping us do what we consider the most important: supporting our customers, solving real-world problems, and setting the standard for training in our industry,” Carroll says.

“This isn’t just about checking a training box — it’s about building stronger relationships, reducing friction in the field, and making our customers’ lives easier. We’re incredibly grateful to have Absorb as an LMS partner helping us make this a reality!”



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**Empowering learners to enrich their  
lives, workplaces and communities.**

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