



Customer story



Industry

Supply chain management

Use case

Employee onboarding, Employee upskilling, Customer education, Partner enablement

Solution

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

Challenge

- Inconsistent and reactive employee training.
- Disparate learning systems and tools.
- Need to support internal and external use.
- Significant company growth.

Solution

- Absorb LMS for flexibility and scale.
- Create to develop course content quickly.
- Engage badges to celebrate milestones.
- Feature spotlight to promote product value.

Results

- Improved employee engagement.
- Rapid onboarding for employees and customers.
- Accelerated adoption of LMS across customer base.
- Improved customer self-serviceability.
- Contribution to a 4% reduction in employee turnover.

Summary

When supply chain management provider TrueCommerce implemented a new global training initiative for employees and customers, it turned to Absorb for its scalability, flexibility, and features. In less than a year, the company has rapidly onboarded over 200 new employees and migrated their customers to the new and improved training platform, improving employee retention, learning engagement, and customer experience.



Megan Grimm
Vice President of Talent

“ Absorb has allowed us to provide that baseline, and in a year where we’ve seen more growth in roles. It’s been instrumental in onboarding new employees, reducing the time they need to get up to speed, and even lessening the time commitment for hiring managers.



Absorb helps TrueCommerce empower customers and employees through training excellence

[TrueCommerce](#) is a leading supply chain management company that helps businesses simplify operations and streamline delivery.

The Pittsburgh-headquartered company provides businesses with a fully integrated, high-performance, cloud-based global supply chain network that integrates electronic data interchange (EDI), and everything needed to connect customers, suppliers, partners, and systems. The TrueCommerce global commerce network connects businesses to more than 180,000 retailers, distributors, and logistics service providers.

For more than 30 years, the company has helped its customers in retail, consumer packaged goods, manufacturing, automotive, and more achieve the end-to-end supply chain goals they need while preparing them for the future.

The company prides itself in helping businesses reach their true supply chain potential through its multi-channel network, deep ERP expertise, and pre-built integrations.

Building a **global** training initiative

In the fall of 2022, TrueCommerce brought together a team to investigate developing a global training initiative, and they progressed with rapid momentum.

The existing employee training program was inconsistent and reactive, and the company used multiple disconnected solutions to meet its training needs. Moodle LMS was used as the platform for its TrueCommerce University for customer training. While it was “a good first step,” it was not the long-term solution needed, says Josh Wayne, Vice President of Product at TrueCommerce.

The team relied on data around recruitment and retention, employee engagement surveys, and customer feedback to provide a solid case for its new initiative to senior management.



Simplifying training for growth

With a significant overlap between the training needs of employees and customers, the team recognized they needed a more robust Learning Management System (LMS) that could handle both and keep each audience engaged. Implementation needed to be simple, and TrueCommerce required a platform that could easily scale since it was experiencing major growth.

The team selected Absorb LMS to achieve its goals and simplify its training program. “Absorb helped us to get closer to that one-stop shop in terms of a simplified and streamlined place for our learning initiatives,” says Megan Grimm, Vice President of Talent at TrueCommerce.

By June 2023, after a three-month implementation, they launched their training platform for its employees, TrueCommerce University, powered by Absorb.

By the fall of that same year, TrueCommerce had added customers to the LMS. After slightly more than one year live, the program has more than 300 courses and has trained thousands of employees and customers.

“Training and development and education for customers and employees is important to TrueCommerce, but we didn’t have a connected and integrated team to build this strategy,” Grimm says. “So, we brought together our teams from across the globe to enable this capability.”

Wayne adds that on the customer side, the move to Absorb was “like going from a Honda Civic to a Ferrari.”

Empowering employee training

On the customer side, the company had an e-learning strategy in place since 2017, but it didn't use an LMS for employee training and so was starting from scratch.

“We had a lot of content for customers already available,” Wayne says. “This project has allowed us to mature those practices, and to bifurcate as needed so we don't have to duplicate efforts as much. But also, where it makes sense, separate the content between the two audiences.”

As a managed service provider, TrueCommerce needs employees to be as — or more — educated than its customers and developing the courses to ensure that is vital to the initiative's success.

To that end, the company's small training team has taken advantage of Absorb Create. “Create has been the bread and butter of the program,” Grimm says.

**“Create has been the tool that really helped us
to quickly and consistently create content,
and for helping employees with various
backgrounds in terms of their depth of training
and content creation.”**

Inspiring greater engagement

To promote greater adoption of the program among employees, the company uses the Engage feature to provide competency badges to its learners.

Grimm says the team is looking to expand the use of Engage in the future, seeing a lot of opportunity from gamification, or recognition and rewards. “We will continue to explore and mature our practices, but we’re at a starting point in terms of that.”

Wayne says his North Star vision will be realized, “When customers and employees say, ‘I’ve reached this point of knowledge on TrueCommerce solutions, I’m proud to display it on my LinkedIn profile.’ Being TrueCommerce-certified means something for our employees and customers.”

He says with Absorb the foundation is there, but the team needs to iron out its certification strategy. For now, he says, the competency badges have been a way to keep people celebrating their milestones with their courses and learning paths.

Successful learning engagement can be seen in the program’s strong completion rates. “We are seeing an over 70% completion rate for learners that are engaging in courses,” Grimm says.



Improving customer experiences

Absorb is being used to connect customers to the content related to the specific products used, further improving its end-user value.

The company implemented a Feature Spotlight into its TrueCommerce University — using a combination of Absorb’s News Article feature and its own software — that notifies customers of new product features and brings them into the learning platform for more information. The program builds excitement, product value recognition, and customer retention, Wayne says.

“That’s a differentiator, a way of connecting our customers into things that are newly available or that they aren’t familiar with,” he says. “We couldn’t have developed that without Absorb.”

This accomplishes one of the company’s three key priorities with its global learning initiative strategy: to create business value.

In addition, the company seeks to quickly support emerging and evolving employee and customer needs and to create an engaging learning culture for teams. These goals align closely with the overall organization’s corporate goals.

Last year, a new department needed to be onboarded rapidly and Absorb operated as the nucleus of training the 50 new employees to be up to speed on products and customers quickly. “We’ve benefited from that on the employee side, but then we’ve also modeled that out to the customer to achieve a much more rapid onboarding,” Wayne says.

In early 2024, the company developed a self-paced training course around improving customer service and reducing churn using Absorb Create, which Grimm says had a “phenomenal” 90 percent completion rate. For the 600 employees with the most customer interaction, the company also developed a curriculum that moved from self-paced to instructor training to improve skills even more.

Early successes

Although only live for about a year, the new global training initiative has seen significant achievements for both its audience use cases.

Company growth has been steady, and TrueCommerce has brought on approximately 200 more new employees. Grimm says Absorb has been instrumental in onboarding these employees, reducing the time they need to get up to speed, but also the time commitment of hiring managers.

“Think about it, we came from an environment where we had no foundational training for people to come in to learn who we are, who customers are, our products, our services...” Grimm says. “Absorb has allowed us to provide that baseline, and in a year where we’ve seen more growth in roles.”





TrueCommerce University, powered by Absorb, is widely adopted across the TrueCommerce customer community. TrueCommerce University is the first step in a customer's onboarding journey, allowing them to reduce overall time to value their new solution. There are approximately 280 unique sessions every month, showing impressive adoption of the company's self-paced training content.

As a key part of the company's talent strategy, Absorb has been one of many contributors to promote employee development and retention resulting in a four percent year-over-year drop in employee turnover. In an engagement survey, the number of employees stating they received adequate training was up twelve percent since the organization implemented Absorb and increased the emphasis on ongoing learning. "That was a good lift to see."

With Absorb, TrueCommerce has been able to implement training that creates business value, serves the needs of its customers and employees alike, and fosters an engaging culture of learning. The team has been able to quickly create an incredible amount of new learning content, make it more engaging, and position TrueCommerce to invest in ongoing learning in the years to come.



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