



Mister Car Wash Decreases Turnover Rates 20% and Streamlines Training with Absorb LMS

Meet the Client

Mister Car Wash holds the position of the largest car wash company in the United States, with over 400 locations nationwide. Notably, it was the first provider in the industry to offer a subscription car wash program and prides itself on prioritizing quality, speed, and providing customers with a memorable experience.

We spoke to the Director of Learning and Development, Jenny Merritt, to learn more about Mister Car Wash, their LMS journey so far, and the impact it has had on the organization.

Business Problems

- Inconsistent customer experience due to varying levels of employee training
- Room for improvement in customer satisfaction scores
- High employee turnover rates influenced by lack of standardized training and professional development opportunities
- Compliance issues and potential legal risks due to lack of regulated training and documentation

Challenge

As Mister Car Wash grew, they faced a significant challenge related to employee training. The organization relied solely on in-person training, which resulted in inconsistent training experiences and a lack of control over the process, contributing to high turnover rates.

“As our organization expanded from a fairly small business to an industry leader, we recognized that relying solely on on-the-ground knowledge and the site managers’ abilities to convey the correct information to new hires was not the most efficient way to maintain consistent and regulated training across all locations,” Merritt explained.

To address these challenges, Mister Car Wash aimed to find a solution that could streamline and improve training, ensuring that employees received a high-quality experience that aligned with the company’s values and goals and better enabled field staff to successfully perform their jobs.

“The program was particularly valuable for new hires, who undergo 5-8 days of training that includes 5-10 minute micro-learning courses designed to target performance objectives.

- Jenny Merritt, Director of Learning & Development,
Mister Car Wash

Solution



Mister Learn internal employee training program built in Absorb LMS



Delivery of structured on-the-job training for 7,000+ HQ and field staff



Centralized system to manage and track learning objectives, content, and assessments

The company created a learning and development training program called Mister Learn. Built and delivered in Absorb LMS, Mister Learn delivers structured onboarding, professional development opportunities, and on-the-job training for 7,000+ users of both HQ and field staff.

Absorb LMS provided a centralized system to manage and track learning objectives, content, and assessments — allowing for better control over the training process and a more consistent training experience for employees.

“Now, we can offer the level of service and support that we want to provide,” said Merritt.

Results

The partnership began in 2018, initially aiming to improve speed, quality, and overall customer service. To achieve this, Mister Car Wash initially delivered more than 75 courses to their learners using Absorb LMS. This was crucial to their immediate success. They have since expanded training offerings considerably to include safety and compliance training as well as soft skills development for managers.

“Before we had an LMS system, we weren’t even training on these things, and when we did, it was informal and we had no proof,” explained Merritt.

As a result, Mister Car Wash has reported a 20% decrease in turnover rates since implementing Mister Learn. The program has also proven helpful in ensuring compliance, as OSHA and legal team reports can quickly and easily be generated when needed.

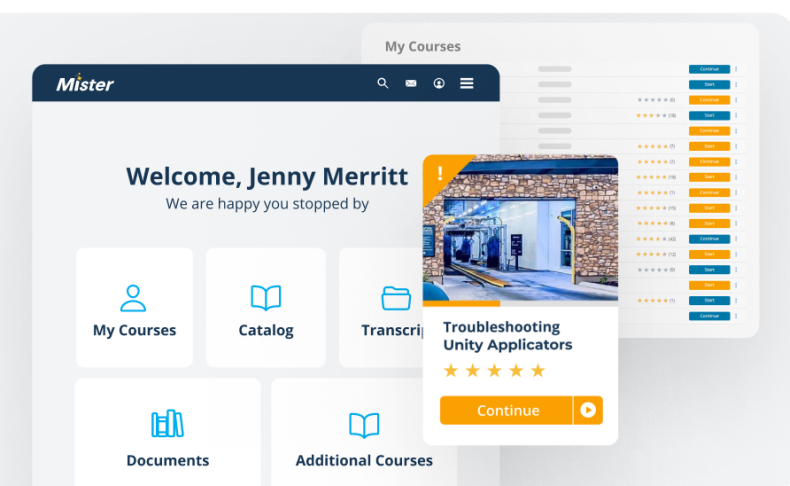
Another aspect of Mister Learn that was crucial to the partnership’s success was the ease of use. “Not everyone is tech-savvy, so having a platform that’s intuitive and easy to navigate was essential.”

What’s Next?

Even being recognized with a silver medal in the category “Best Hybrid Learning Programme” at the esteemed [2022 Brandon Hall Group HCM Excellence Awards](#), Mister Car Wash has its sights set firmly on the future.

One exciting initiative the Mister Car Wash team is looking forward to is adopting the Skillsoft integration for [Absorb LMS](#), which will give employees access to an even broader range of training materials, covering strategic areas such as leadership, compliance, soft skills and more. This will further enable Mister Car Wash to provide their teams with the best training and development opportunities, thereby creating a culture of growth, learning, and success.

See how Absorb can unlock potential for your organization. [Talk to us.](#)



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