



Customer story



Industry

Transportation, logistics & supply chain

Use case

Compliance training, Learner productivity, Employee development

Solution

Absorb LMS, Absorb Engage, Absorb Analyze, Absorb Create

Challenge

- Outdated manual training processes.
- Aligning training with operational goals.
- Fast-changing logistics industry.

Solution

- Absorb LMS to digitize and automate processes.
- Engage to enhance learner engagement.
- Analyze for reporting and data-driven decision-making.

Results

- Greater efficiency, reduced costs, and admin time saved.
- Tracking to meet compliance requirements.
- Environmental sustainability by reducing paper.

Summary

Wincanton is a U.K. leader in logistics and supply chain management, but its manual paper-based training program proved inefficient and unable to keep up with compliance requirements and its rapidly changing industry. It turned to Absorb to upgrade its learning platform, transitioning to a digital solution to improve efficiencies, save time and money, and boost learning outcomes.



Jo Garrard

Group Talent Manager, Wincanton

“ Our move to digital training and adoption of Absorb as its foundation underscores our commitment to innovation, compliance, and sustainability. Thanks to it we are leading our sector in effective digital training and operational efficiencies

Wincanton chooses Absorb as the foundation for new digital training platform

[Wincanton](#) is a leading supply chain partner for many of the U.K.'s biggest, most well-known companies.

From its origins as a milk transport company nearly 100 years ago, the Chippenham, England-based company now provides logistics and supply chain management across the U.K. to top brands like Screwfix, B&Q, Sainsbury's, Asda, Wickes, IKEA, BAE, and Primark.

Today, Wincanton uses its century of expertise and knowledgeable employees to provide high-capacity storage—with more than 16.4 million square feet of warehouse space—high-volume eFulfilment, retailer “dark store” capabilities, home delivery, fleet management, automation and robotics and network optimization.

The company boasts more than 160 locations, over 20,000 employees, and revenue of £1.5 billion.

A paper-based training legacy

With people being a critical part of its business, Wincanton needed to modernize its training processes and move to a digital platform for training.

The company was using paper-based training for some of the delivery across its operational teams, bringing with it inefficiencies, higher costs, and logistical challenges associated with manual documentation and training. Audit trails were difficult to maintain and report on with the existing process, and the manual approach was time-consuming and prone to human error. It also meant modern data protection standards, such as GDPR, were not always compliant.

In addition, in fast-moving industries like transport and warehousing, Wincanton needed its training solution to quickly scale and rapidly adapt to changes — which its manual solution could not. To ensure employee skills were constantly up to date, Wincanton needed to optimize the delivery of operational training — while strictly monitoring compliance.

The company sought out a digital training solution that was efficient, cost-effective and environmentally sustainable.



Modernizing learning with Absorb

The company selected Absorb LMS as the foundation of its new digital learning platform, dubbed “MyLearning.” The new platform aimed to provide a digital solution from a manual paper-based legacy process, digitizing learning, and streamlining training processes.

After an eight-week implementation of Absorb LMS, the company started to replace its paper-based processes with a modern, efficient, and scalable digital solution. Absorb was selected because of its ability to provide an eSignature function to enhance completion of compliance training materials, providing improved functionality, tracking and reporting to support regulatory processes, and — by scrapping the need for paper — reduce environmental impact.

As well, Absorb was selected for its ability to streamline program administration and provide real-time insights to inform better data-driven decision-making. Before the full-scale rollout, Wincanton conducted a pilot testing phase with specific contracts. This allowed the Wincanton training team to gather feedback and identify any potential issues and obstacles. Testing during the pilot phase helped the team refine the platform, adjust training content as needed, and ensure that all technology integrations were seamless.

The Wincanton team knew its LMS solution couldn't be a generic one-size-fits-all training program. “MyLearning” was strategically integrated across departments and customized to meet differing user groups and operational area needs. Thanks to a modular design approach, and the Absorb platform's ability to customize learning paths and reports, the organization seamlessly integrated the learning platform with its workflows and systems, such as existing HR databases and compliance tracking tools.

The company's Absorb-powered "My Learning" supports Wincanton's strategic objectives of a much-improved user interface, improving agility and raising its workforce competency. The new operational digitized program streamlines the delivery, tracking, and management of training programs across its teams, with a focus on standard operating procedures and safe systems of work.

"This initiative was closely aligned with Wincanton's broader objectives, including operational excellence, compliance with industry regulations, employee development, and environmental sustainability," says Jo Garrard, Group Talent Manager at Wincanton.

"By providing a robust platform for managing training and development, 'MyLearning' supports Wincanton's commitment to maintaining a highly skilled and compliant workforce, adaptable to the rapidly changing demands of the logistics sector."

"The Absorb platform also plays a crucial role in Wincanton's data-driven approach to decision-making, offering insights that inform strategic planning and resource allocation."



Meeting organizational goals

A crucial element of the “My Learning” implementation plan is the importance of continuous feedback and evaluation to ensure long-term success. With that in mind, the Wincanton team has monitored the success of its new digital LMS program closely.

The new program has proved effective and efficient, as evidenced by the smooth transition, high user engagement, and positive feedback from departments. It’s also gone far in meeting the company’s organizational goals.

“By aligning the rollout with organizational objectives and user needs, the plan ensured that ‘MyLearning’ became a pivotal tool in advancing Wincanton's training and development strategy, contributing to enhanced operational efficiency and compliance adherence,” Garrard says.



The new digital learning program has had **numerous positive impacts** on Wincanton's organizational objectives:

Operational efficiency: The training process has become streamlined, reducing the time and resources required for administration. Absorb has allowed for the automatic assignment of training, tracking of progress, and generation of reports.

Compliance and regulation: "MyLearning" provides a reliable audit trail of training completions, refreshers, and compliance-related activities. The Absorb platform's ability to provide compliance reporting and maintain detailed records facilitates Wincanton's adherence to GDPR and other regulatory requirements. Through Absorb, the organization has added the ability to capture eSignature declarations.

Workforce development: By delivering targeted training programs, skill assessments, and development paths, Wincanton can better achieve its goal of developing a highly skilled workforce capable of rising to the challenges of a rapidly evolving industry. "MyLearning" enables employees to upskill and reskill as necessary, supporting employee development and career growth.

Sustainability Goals: Transitioning from paper-based training methods to a digital platform will add to Wincanton's sustainability efforts, helping lower the organization's environmental impact, and demonstrating its commitment to eco-friendly practices.

Improving learning outcomes

The Absorb-based learning platform was designed to improve learning outcomes, strategically catering to the diverse needs of Wincanton's workforce and ensuring that training was accessible, engaging, and effective in meeting specific departmental needs.

To ensure accessibility and flexibility, training materials have been made accessible anytime and anywhere, so that employees can learn at their own pace. This has improved learning outcomes by accommodating different learning styles and schedules.

To foster a more engaging and enriching learning experience, “MyLearning” takes advantage of the functionality of Absorb Engage. The platform provides learners with interactive elements like surveys, and assessments to enhance engagement and aid in information retention.



The company has experienced a rise in course participation, with approximately **1,125 additional learners** attending these courses in the first year since launching the initiative. Using survey functionality, the company has recently provided line managers with a framework for self-assessment, linked back to learning solutions to support any development needed. Within the first three months of this program, more than half of the managers assigned had completed the framework.

Since implementing Absorb, **the number of courses in the “My Learning” platform has grown by 63%**, while the company added resources which were never available on their learning solution.

Compliance training, one of the company’s essential goals, has seen a **36% improvement in completions since adopting its new initiative and Absorb**. Wincanton is seeing a boost in usage, as well, with learner access up 19%.

Using Absorb Analyze, Wincanton has access to robust tracking and analytical tools, so that managers and HR professionals can measure learning progress and completion rates.

“Our move to digital training and adoption of Absorb as its foundation underscores our commitment to innovation, compliance, and sustainability,” Garrard says. “Thanks to it we are leading our sector in effective digital training and operational efficiencies.”





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