

Unlocking 6-Figure Savings

Bongo Drives L&D Program ROI with Significant Operational Savings

POWDR

About the Company

POWDR is an Adventure Lifestyle Company providing outdoor adventures from snow skiing to action sports camps to white-water rafting.

USE CASE: LEADERSHIP TRAINING

Pain Points

- ⊗ Limited facilitation resources and decentralized training programs
- ⊗ Constrained ability to offer personalized feedback to learners
- ⊗ Time-consuming local business involvement in training development and delivery
- ⊗ Inconsistent standards, expectations, and quality of training across business units
- ⊗ Training disruptions due to operational needs
- ⊗ Difficulty justifying expenses associated with hiring field trainers
- ⊗ Inflexible scheduling of in-person training sessions

Challenge

With a variety of businesses spread across North America, and a large number of seasonal employees, POWDR faced the task of delivering a uniform and impactful employee learning experience on a large scale. The objective was to instruct managers in effective leadership to enable them to foster memorable guest experiences through their teams. POWDR decided to offer its people managers a virtual, asynchronous learning program mirroring the advantages of traditional classroom-style, synchronous training. To achieve this, the organization integrated a Learning Management System (LMS) for use at all of its businesses with a priority on social and peer-to-peer functionality.

Solution

Bongo was the ideal solution for POWDR, seamlessly integrating with their chosen LMS, Brainier, to provide the social and peer-to-peer connection capabilities they desired. It replicates the classroom social learning experience asynchronously, allowing for peer feedback at learners' convenience to account for varied roles and schedules across teams. AI Coach serves as a personalized coach, delivering consistent, individual and real-time feedback to learners in a secure space without having to rely on additional resources (instructors) or overwhelm managers. With Bongo, POWDR is achieving its learning program goals without extensive extra staffing, travel, or overtime expenses, saving time and money through efficient automated processes and driving return on its investment in learning.

Results



Realized 6-Figure Operational Savings
by implementing streamlined and scalable processes



Seamless Setup
managed by a single employee



Increased L&D Program Enrollment
100% increase in year 2



Consistent & Continuous Training Program
with 24/7 virtual access to skills practice



Improved Personalized Feedback



“I think everyone is impressed with our ability to stand up this program and deliver quality instruction so efficiently. Bongo is a force multiplier. It allows us, in the central headquarters, to be everywhere all the time. And it allows us to provide flexibility to our hard-working team members and give the learner a safe space to try, fail, reflect, and learn.”

— KEITH MEYERSON, Director of Talent Management