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ONBOARDING CASE STUDY

Transforming onboarding for a national transportation company

AT A GLANCE CHALLENGES

- Inconsistent presentation quality
- Low employee engagement
- Insufficient team preparation

BENEFITS

- Faster competency attainment
- Enhanced customer insight
- 49% increase in confidence
- 72% increase in relevance to user role
- 31% increase in understanding business operations and role

SOLUTION & RESULTS

We, along with another design agency, partnered with the company with a mission to inject life into their onboarding. We began by creating an outline of the new induction programme which included making sure all compliance and safety elements were included. We then observed a full induction to understand the delivery process and build relationships with the presenters, who later contributed their expertise during the redesign.

The revamped program uses customer personas and storytelling to dive deep into the customer journey which provides an invaluable understanding of how the business works. Sessions now weave communication skills, safety, safeguarding, and customer service seamlessly into the fabric of each step. From choosing the company and purchasing tickets, to alighting the train and leaving the station.

Additionally, we involved the lead facilitator in the design process. This ensured they understood the rationale behind the new induction structure, how all components fit together, and how to replicate the methodology in future projects.

Attendees of the new three-day program leave with a clear understanding of how their roles and actions impact other teams and the overall business. They also gain insight into the challenges customers may face and how to address them effectively.

The program has been nominated for three learning excellence awards. It boasts an 86% boost in new hire confidence, a 40% acceleration in competency attainment, and a stellar 5-point increase in Net Promoter Score (NPS) – moving from passive to promoter.

OBJECTIVE

Under new and innovative leadership, the Learning and Development team (L&D) at a well-known rail transportation company sought to create the best onboarding program in the business.

They were working with an uninspiring five-day induction filled with generic presentations that left them ill-prepared to join their teams. A single facilitator led the induction, but various presenters from different business areas delivered parts of it. The result was a mix of highly engaging and less effective presentations, leading to significant inconsistencies in delivery style and impact.

The course also needed to be customisable for in-person, virtual and hybrid delivery.