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Corporate Training Gets a Makeover with Mobile-Powered Learning

How Aggreko used the Guidebook mobile app platform to revitalize their learning experience information across multiple countries



CHALLENGE

Aggreko was looking for a mobile solution that would cut down their dependency on printing paper. They recognized that smartphones were useful for schedules and course materials and sought a way to leverage smartphones as an asset in training.



SOLUTION

By implementing a mobile app for their corporate training, Aggreko was able to digitize their classroom and evolve from a traditional training model to an interactive, engaging learning experience. A key factor in Aggreko's decision to go mobile was employee connection, communication and retention.



RESULTS

Through mobile, Aggreko was able to reduce print costs for every course using a mobile app by 80-100%. They were also able to transform how their employees connected, communicated and learned, which led to improved employee retention.



There was a time when Aggreko didn't allow employees to take out their mobile phones during technical training sessions, but it's embraced mobile apps as a fundamental part of its "Be Your Future" learning program. By the end of 2018, it will have more than 300 courses across the globe accessed by Guidebook, which will reach more than 2,000 of the company's people.

Digitizing the classroom experience

While a classroom-based course is a valuable way to help master skills necessary to deliver to customers, there's always opportunity to modernize.

First off, Aggreko wanted to cut down dependency on printing paper. They were printing out huge stacks of paper handouts that ended up getting tossed in recycling.

It also recognized how useful smartphones are for schedules and course materials, so the company embraced change and included them as an asset in its trainings.

"Millennial and Generation Z employees undoubtedly have their phones with them in the field, so why take them away during training?" said Walter Davis, Global Learning & Talent Technologies Manager. "We wanted to bring the same mobile-based operational and social behavior that we're encouraging in the field into the classroom."

"Outside of work, our people engage with a range of technologies and techniques unrecognizable from only a few years ago," said John Whitehill, Director of IT Operations & Security. "To stimulate and modernize the learning experience, it is critical we adapt within the workplace and get people excited to learn and grow by offering everything from mobile apps and gamification to virtual reality and hands-on simulations."

"With Guidebook, we're investing in a smarter, more strategic way. We're investing in our employees' futures."

A mobile-powered learning experience in the classroom

Aggreko turned to Guidebook to transform its learning program and classroom experience with a new mobile digital experience that is collaborative and engaging.

The mobile app via Guidebook, which is called "MY GUIDE," offers Aggreko employees a new way to build connections, socialize and collaborate – whether it's sharing pictures or asking questions. Compared to email and texts, the app gives people



one place to “Be Together” in the learning journey.

“Guidebook sparked a significant shift,” said Davis. “With mobile apps, we’re able to evolve from a traditional training model to a truly interactive and rich learning experience.”

“We are creating a new learning culture at pace, from the ground up,” said Kate Sberna, Aggreko’s Global Learning & Talent Management Director. “MY GUIDE is a key enabler in bringing learning and information to our employees and meeting them where they are.”

One of Walter’s goals was to create training that has the same feeling of excitement and sharing that surrounds an event. Attending internal training should be just as relevant as an external conference.

One of the ways Aggreko does this is to build anticipation leading up to a course. Aggreko instructors pre-populate the app with content, create automated posts around schedule and logistical details, and publish/share pre-course discussion questions and other information to help employees plan and start to engage.

“I really like how Guidebook allows the technicians (students) to connect with each other and the instructor prior to the class,” said Matt Barry, Technical Curriculum Manager. “This helps build some excitement and momentum going into the class.”





Extending mobile-powered learning in the field

The learning journey continues beyond the classroom. All handouts and handbooks that were printed are now digital, and learning is done with an app that goes with you on the job. Aggreko employees have got digital knowledge and resources, even pictures and memories from the in-app social feed — all in the palm of their hands.

During the first pilot, the company received feedback that raved about not having to haul around a massive binder of training manuals while out on-site with customers. Instead of trying to track down information on schematics located on a piece of paper floating around their truck, they could reference valuable resources digitally, just a few clicks away on their phone.

The app supports its goal to empower everyone on their own learning journey and makes it easier than ever to find an expert and to Be Expert. Their people are already seeing a change in how employees connect, communicate and learn.

“This is an exciting time of digital transformation. Employees who go through courses with the app want more, asking for every piece of content to be digital,” said Davis. “They see we take their development seriously, and that has a profound impact on retention.

This is just the beginning of Aggreko’s journey with mobile apps. Now that Guidebook is part of its training, it’s become easier to spin up new mobile app use cases:

- Aggreko’s Senior Leadership Team saw how mobile apps were being used in the classroom, so they started creating apps for leadership events and their annual conference.
- Walter and his team were also able to use Guidebook as a disaster relief tool when Hurricane Harvey devastated Houston in August 2017. They created the “Be Together Houston” app to mobilize, train and communicate with employee volunteers who wanted to help colleagues impacted by the storm.

The company has already seen an 80-100% reduction in print costs for every course that uses a mobile app. Overall, Aggreko expects a 50-60% decrease globally in course material printing costs with further reductions in the future.



About Aggreko

Aggreko works round the clock, making sure everyone gets the electricity, heating and cooling they need, whenever they need it – all powered by our class-leading equipment, trademark passion, unrivaled international experience and local knowledge.

From urban development to unique commercial projects and even humanitarian emergencies, we bring our expertise and equipment to any location.

That's what has made us the world's leading provider of modular, mobile power and heating and cooling since 1962. With more than 7,300 employees, operating from around 200 locations in 100 countries, our business helps transform the lives and livelihoods of individuals, organizations and communities across the globe, in both developed and developing countries and markets.

About Guidebook

Guidebook empowers organizations to create beautiful feature-rich, custom mobile applications – without any coding. Businesses, associations, and universities around the globe choose Guidebook to engage and inform audiences, whether in-person or virtually.

More than 100,000 organizations, including industry-leading brands such as Coca Cola, Amazon, YouTube, Google, and Samsung, and the world's top universities have selected Guidebook as their mobile application platform of choice.

Guidebook-powered apps have been downloaded more than 14 million times in over 75 countries. Based in San Francisco, Guidebook is a private, venture-backed, award-winning company with offices in the U.S., Europe, and Asia.

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