

## CUSTOMER CASE STUDY

# SWERVE Drives High Customer Satisfaction with Xyleme Blended Learning



## // THE COMPANY

SWERVE Driving School is a growing local business based in the Seattle, Washington area that offers new driver training and collision avoidance programs. SWERVE's mission is to "Change the Way People Drive" with the aim to inspire, educate, engage and motivate drivers to perform better behind the wheel.

The programs they've developed for new teen drivers go far beyond traditional lessons or driver's ed. SWERVE's ultimate goal is to create an enhanced driving school experience and challenge student drivers to be "Collision Free for Life." Over the last five years, Washington's Department of Licensing has measured more than 70,000 driving students, and SWERVE graduates were statistically proven to be safer drivers than those from other driving schools.

SWERVE started not that long ago with one classroom, one computer, and one PowerPoint presentation. Within a few years, SWERVE grew to 40 classrooms and now offers thirty plus hours of instructor-led classes and six hours of in-the-car driving instruction. Teachers in the classroom use a company-standardized presentation to guide courses. Supporting materials include enhanced online versions of the course presentations, instructor handbooks, student guides, quizzes and tests.

SWERVE is preparing to expand into new product lines including online training as well as expanding into additional territories, starting with neighboring states.

## // THE CHALLENGE

As part of SWERVE's commitment to give students optimal learning experiences, they regularly upgrade their programs based on new research, student and parent feedback, and instructor suggestions.

When SWERVE grew to about 30 classrooms, "*The big challenge was keeping everything up to date and consistent...it was a huge challenge updating classroom presentations and tracking revisions,*" explained Justin Pruskowski, SWERVE's Vice President of Development. They had three people running around to computers in each classroom and doing local, manual updates whenever they rolled out a new update; and it took another person full time to manage master control of the keynote presentations.

They also had instructor guides, online materials, and student workbooks for multiple products. The system was plagued with poor source control, and as instructors kept modifying presentations, it led to problems with course consistency.

SWERVE's regular customer satisfaction surveys, which are based on the Net Promoters Score (NPS) methodology, showed "*consistency between workbooks, presentations and tests*" as one of their lowest ratings. These scores were averaging only 5 out of possible 10 and SWERVE knew it was critical to their business success to improve this.

Program consistency and version control was their primary challenge.



SWERVE realized they needed a new learning content management solution that would simplify course presentation development, centralize their content control, output courses to multiple learning formats, and fully support their plans for growth and expansion.

The company also wanted an efficient way to create new products, including mobile applications that leveraged their existing content library. And they wanted a system to facilitate the translation of content into Spanish.

After months of vendor research, attendance at an industry trade show led them to Xyleme. They discovered that the Xyleme LCMS was a powerful, proven, XML-based single-source authoring and publishing tool equally suitable for a small-to-medium business like SWERVE as it is for large enterprise implementations. SWERVE believed Xyleme LCMS offered strong content reusability and multi-modal output capabilities that would allow them to solve their business challenges, so they decided to work with Xyleme and deploy the system.

## // THE SOLUTION

### Implementation

SWERVE put two part-time people on the project to convert 36 hours of their primary content into the Xyleme system, building their library of XML-based content. The process was streamlined through the Xyleme LCMS import tools, which automatically converted SWERVE's PowerPoint and Word documents to granular XML content. Then, flexible publishing templates allowed SWERVE to easily customize outputs to their specific requirements. A process manager coordinated with the Xyleme Client Services group to ensure quick uptake and efficient use of the system's robust tools.

The SWERVE team decided to switch the delivery format of in-class presentations from their legacy PowerPoint to HTML for a simpler, standards-based process and less headaches.



Justin explained, *"We were frustrated with PowerPoint's limitations with interactivity and media types...migrating to Xyleme's open XML format enabled dozens of new learner interactions and really easy, reliable Flash integration."*

Furthermore, years of minor changes had slowly diluted the focus and consistency of some programs, so one staff member worked half-time with hands-on, slide by slide rework of keynotes to upgrade the programs. SWERVE found this was a great opportunity to take a big-picture review of their programs and make improvements.

Altogether, it took their small team only about two and a half months of part-time work to convert their content from original sources, customize the templates to their specific requirements, and then output the content back out of the system in a number of formats, including classroom presentations, instructor notes and student workbooks.

## // RESULTS

The Xyleme LCMS has enabled SWERVE to meet many of their critical business goals, including program development efficiency, consistency across materials, and the ability to quickly repurpose content and launch new products in multiple modalities.

### Authoring Efficiency

With the new Xyleme system, content is created only once and easily output across all SWERVE products, and they have great tools to search, find and replace content. Justin happily explained, *"It's done once and propagated everywhere as needed. A couple of button clicks to publish new content, and another click to send it to our update server."*

### Automatic Updating

Instructors now use Linux-based netbooks and projectors with a foolproof process: new and updated programs are put onto SWERVE's content server, and the instructors' netbooks get

automatically updated with a push system. “Xyleme is making our lives a lot easier and allowing us to stay consistent and nimble with a lot less headache”, Justin said.

*“Updating curriculum used to take three staff members full time. Now it takes one web developer less than half-time.”*

*Justin Pruskowski,  
SWERVE VP of Development*



## Consistency

After their new Xyleme system was up and running, SWERVE’s NPS customer satisfaction surveys showed – for the first time ever – top scores for consistency, reaching close to 9 out of 10. The new system was aligning all their materials successfully and making it easy for all of SWERVE’s instructors to stay consistent with guidebooks and presentations.

## Easily Developing Rich-Media Courses

The SWERVE team easily leveraged Xyleme LCMS to enhance their online classroom

presentations with new functionality, including audio, videos, Flash, interactive drag and drop activities, quizzes, and even some “Jeopardy” type activity. Their goal was to make their online offerings fun, interactive and enjoyable. Because Xyleme LCMS offers this functionality out-of-the-box, SWERVE was able to execute on this vision with existing resources.

## A New Mobile Product

SWERVE powerfully leveraged its new Xyleme LCMS single-source, multi-format publishing platform when it easily developed a new mobile application – a driver test prep tool with questions required to get a driver’s license or permit for all 50 states. Their new mobile application was designed, developed, and up and running quickly – in a matter of weeks – by reusing existing content and by having the content in Xyleme’s open XML format that made it effortless to output to the new modality.

*“...migrating to Xyleme’s open XML format enabled dozens of new learner interactions and really easy, reliable Flash integration.”*

*Justin Pruskowski,  
SWERVE VP of Development*

## Future Expansion Plans – with a Solid Platform to Build Upon

The SWERVE team is now focused on leveraging their new training architecture for new product development, including different driving products, regional expansion and more translations into Spanish. With Xyleme LCMS, SWERVE is ready to efficiently develop new training products and deliver in modalities across the spectrum. They’re confident that they have a content management and development infrastructure and system in place ready to support their expansion plans.

## // ABOUT XYLEME, INC.

Xyleme, Inc. is the industry's leading provider of open and standards-based learning content management solutions that enable single-source publishing of training content. Xyleme is 100% XML-based to create massive efficiencies through modularity and reuse. With Xyleme, training organizations improve collaboration in content development, reduce time-to-market for customized training products, and minimize the cost of supporting a blended learning strategy for print, online and mobile delivery.

With Xyleme LCMS, the entire content lifecycle, from authoring to storage to publishing, is pure open XML. Therefore, content is effortlessly repurposed across print, eBook, online courses and mobile applications and automatically synchronized across these learning products. Xyleme LCMS takes full advantage of user-generated content to support enterprise content development processes and can publish training content to both formal and social learning environments. The industry's leader in standards support, Xyleme complies with key industry standards including SCORM 2004 and 1.2, Common Cartridge, QTI and ePub.

For more information about Xyleme, Inc., visit <http://www.xyleme.com>

