



NovoEd

# CASE STUDY



## How TiER1 and NovoEd Helped a Major Airline Boost Its Safety Learning Culture

**A major U.S.-based domestic and international carrier enhanced its safety practices and outcomes through the creation of an innovative training program for its above-wing and below-wing airport services personnel.**

The airline partnered with TiER1 Performance and NovoEd to provide a more dynamic and effective learning experience. The initiative was a success, with tens of thousands of employees taking the new training designed by TiER1's learning experts and delivered on NovoEd's intuitive, modern learning platform.



## Defining a new learning culture

The airline industry has navigated major challenges over the last few years, including fluctuations in demand, fuel prices, climate impacts, and workforce availability, which underscores the importance of maintaining high quality and efficiency. A paramount focus on safety not only improves safety outcomes but also results in reduced costs, fewer delays, and higher employee and customer satisfaction, all of which are critical in the highly competitive airline industry.

In 2021, the airline decided to embrace a new training approach to maximize safety outcomes and further improve its metrics. Its learning leaders believed that training should not only be compliance-focused but also provide development opportunities for staff. At the time, much of the training was decentralized at the station level, leading to a lack of standardization and best practice proliferation.

**Thus, the airline seized this opportunity to strategically invest in a new training approach that would advance its learning culture.**

The initial program was a new quarterly training initiative for above-wing and below-wing airport services staff. This audience traditionally received only basic compliance training, yet they comprised the vast majority of the airline's staff. Starting with this group sent an important message about the criticality of the services team and the value of investing in their skill development. The new training program required 45-60 minutes of professional development time per quarter for tens of thousands of staff, which cumulatively represented an incremental investment of hundreds of thousands of training hours per year.



*"Safety is the most important training goal airlines work to achieve and the key to their success."*

- **Corey Leverette**, Principal, TiER1 Performance



## A staff-centered skill-building approach

**The airline had recently updated its Learning Management System (LMS) to deliver compliance training. However, the learner experience is generally an afterthought in large LMSs which are focused on administrative efficiency.**

To redefine the learner experience, the airline utilized the NovoEd platform's consumer-grade user interface. The platform offers richer learner engagement through discussions, feedback opportunities, video/audio recording practice activities, and connections to managers and experts. Although not all of these features were needed in the initial training programs, the platform provides the flexibility to support a wide variety of training programs in the future.



*"NovoEd's platform is a superb fit for frontline employee training when upskilling must be joined with aligning toward a common goal, reinforced by dialogue and feedback in the course of the learning experience."*

- **Todd Moran**, Chief Learning Strategist, NovoEd



**Developing a new kind of program that incorporates new technology requires extensive expertise and planning.** The airline tapped its long-time strategy activation partner, TiER1 Performance, to help plan and manage this change, integrate NovoEd into the learning ecosystem, and develop the course content. TiER1's change management and learning design experts created a comprehensive plan that considered requirements from a technology and process standpoint to help ensure success.

## Rapid execution with continuous improvement

Working together with TiER1 and NovoEd, the airline developed the program in just three months. After a beta test in Q1 of 2022, it was rolled out fully in Q2 of 2022 to tens of thousands of above-wing and below-wing staff.

**The program was an immediate success, with nearly all of the staff completing the training.**

Around 9 in 10 participants agreed that the new training approach was useful and effective. When asked how ready they felt to apply what they learned during the training,



**93%**

*felt what they learned was applicable to their jobs.*

**78%**

*felt they could immediately be more successful in their jobs.*

**Though this is self-reported data, this is crucial because the perceptions and confidence of frontline staff are an important aspect of any effective large-scale change effort.**

**These results provided strong validation for not only the training initiative but also for the collaboration among the airline, TiER1, and NovoEd.** The team was eager to build upon this success. In subsequent iterations, additional topics were offered that were further targeted to specific groups (people leaders, cleaning teams, and others), and more advanced social features of the NovoEd platform were utilized.

## Enhanced capability building and learning culture

**This was not just a single training initiative. The airline's larger goal was to enhance its learning culture and to increase its capability to produce new and more relevant training.**

The success of this effort is evident in the continuous improvement of this learning program and in the plans to enhance and expand training in other areas, such as flight operations, employee onboarding, and leadership tracks. The airline can now accommodate a wide variety of training needs via a robust learning platform in NovoEd and its partnership with TiER1.