

INTERNATIONAL PARKING INSTITUTE



Sector:

Professional Services: Transport/Transportation Services



Training Topics:

- Interpersonal skills
- Parking industry related topics: Parking Enforcement, On and Off Street Parking and Technological Trends in Parking



ROI:

96% said the technology was easy to navigate



Docebo Enterprise Cloud characteristics:

User experience is seamless: once the user purchases a course the Docebo LMS automatically releases user access emails within minutes of the ecommerce transaction



Third Party integrations:

Integration with Membership system software



Users:

- 700 user enrollments in the first six months
- Universities, government, public and private entities

INTERNATIONAL PARKING INSTITUTE Case Study

Docebo LMS outmaneuvers all-comers to meet the International Parking Institute's criteria

A company case study:
**International Parking
Institute**

"OUR BUSINESS REQUIREMENTS DOCUMENT HAD MORE THAN 50 REQUIRED FEATURES... THE DOCEBO LMS MET ALL OUR BUSINESS REQUIREMENTS. WE PARTICULARLY LIKED THE EASE OF NAVIGATION AND THE ADMINISTRATIVE AND CUSTOMER SUPPORT OPTIONS."

KATHLEEN FEDERICI, THE DIRECTOR OF PROFESSIONAL DEVELOPMENT AT THE INTERNATIONAL PARKING INSTITUTE.

"THE EASE OF NAVIGATION THROUGH THE LMS PROVES THAT THE SYSTEM IS INTUITIVE AND USER-FRIENDLY. TO DATE, 96 PERCENT OF OUR USERS SAY THE TECHNOLOGY IS EASY TO NAVIGATE. MOREOVER, WE'VE NOT HAD AN INQUIRY FROM ANY OF THE 700 AND MORE USERS WHO ARE IN THE SYSTEM – AND WE STARTED WORKING WITH THE DOCEBO LMS OVER SIX MONTHS AGO."

KATHLEEN FEDERICI, THE DIRECTOR OF PROFESSIONAL DEVELOPMENT AT THE INTERNATIONAL PARKING INSTITUTE.

Company

In today's increasingly mobile world, parking is integral to transportation flow, economic development, land use, law enforcement, architectural aesthetics, and quality of life. All these - and more - are issues addressed by the International Parking Institute (IPI), which is the largest association of parking professionals and the parking industry.

Based in Alexandria, Virginia, IPI was founded in 1962. The organization's members include parking professionals in cities, port authorities, civic centers, academic institutions, hospitals and healthcare facilities, airports, corporate complexes, race tracks, transit and transportation agencies, retail, hospitality, and entertainment and sports centers, as well as architects, engineers, financial consultants, urban planners, and suppliers of equipment, products and services to the parking and transportation industries. It achieves its aims through leadership, education, professional development, conferences, publications, data collection, advocacy, and outreach.

Customer Challenge

As part of its strategy, the IPI began offering instructor-led courses. Because of the association's steady growth in the U.S. and internationally, it realized the opportunities and advantages to be gained from disseminating its knowledge and experience via e-learning. Its e-courses cover general business topics such as interpersonal skills along with parking industry-related topics including parking enforcement, on- and off-street parking, and the technological trends in parking.

"Due to the growth of our business, we had to find a way to deliver the most up-to-date, technologically responsive courses to a global audience," explained Kathleen Federici, M.Ed., Director of Professional Development at IPI.

Making the move to introduce e-learning led to a need for a learning management system (LMS) to manage and monitor proceedings. Federici said, *"When it came to getting an LMS, first and foremost, we needed excellent, reliable customer service from the provider."*

IPI's ideal LMS also had to have:

- Reporting capabilities that met the institute's needs
- The ability to manage records for both institute members and non-members
- A Tin Can option for packaging
- Mobile learning capabilities
- Customizable certificates
- The ability to be branded with the IPI logo
- Email notification for learners
- The ability to set expiration dates for learners

"Moreover, its cost couldn't be prohibitive," said Federici. "Our business requirements document had more than 50 required features. Additionally, we required a cloud-based solution so users wouldn't experience significant down-times while the LMS was being upgraded. Indeed, we needed reliable, on-demand, 24/7 accessibility to the e-learning materials via the LMS for our global users."

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Solution

Generating a positive learner experience was key for the IPI. Learners required courses created via the most relevant technology, giving them an advantage when experiencing asynchronous learning. Furthermore, users needed to be able to access the course content easily, as well as to begin and navigate the programs intuitively. The IPI needs to be able to communicate with the learner from inside the LMS, necessitating an LMS that offers email options at a class level.

With such a long list of key criteria for its LMS, it was fortunate that the IPI came across Docebo, the global E-Learning Software-as-a-Service (SaaS) solutions provider, fairly early on in its search.

It adopted Docebo's LMS because it met the IPI's criteria for a new LMS. Most critically, the IPI found that the Docebo Cloud-based LMS offered easy integration with its other corporate systems and provided a high level of customer service.

"The Docebo LMS met all our business requirements," Federici confirmed. "We particularly liked the ease of navigation and the administrative and customer support options. Docebo was instrumental in making the integration between systems complete and compatible. Its technical specialists attended every scheduled call with our member database management company and helped make the project successful."

Integrating the Docebo LMS securely with the IPI member database proved challenging, but the teams from the two organizations worked collaboratively - with both teams beta testing the integration using a test guide. Federici said, *"There was a great deal of communication in the integration efforts and, without that high level of service, our integration and launch wouldn't have been as successful as it was."*

This integration is extremely important for the IPI because it allows them to present institute members with one set of course prices while showing a completely different price for the same courses to non-members. This enables the IPI to manage both members' and non-members' learning needs and records, along with differential course.

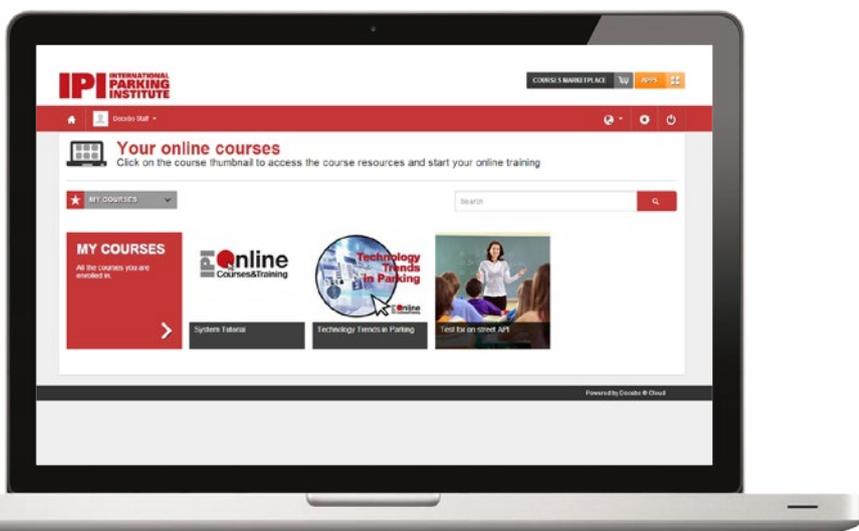
Results

"Docebo is now working with us to meet additional compliance standards that came about because of external accreditations that we are seeking - principally by adding new features to the LMS," added Federici. "Our relationship is one of mutually working together toward success. We're finding it easy to communicate our needs and, together, we're creating working strategies to meet these needs. We don't hesitate to share our ideas with Docebo and figure out how to make them work!"

"We've found that Docebo's customer service is reliable with a timely and responsive turnaround time," she continued. "Any question we have with the system is usually resolved in less than 24 hours."

"Docebo also offers our users a seamless and positive experience - making their whole learning experience enjoyable. Once our users - who are drawn from universities, government, municipal as well as public and private entities and organizations - buy a course on our website, the Docebo LMS automatically releases user access emails within minutes of the e-commerce transaction."

"The ease of navigation through the LMS proves that the system is intuitive and user-friendly. To date, 96 percent of our users say the technology is easy to navigate. Moreover, we've not had an inquiry from any of the 700 plus users who are in the system - and we inaugurated working with the Docebo LMS more than six months ago. Of course, we provide each user with a two-minute tutorial on the system, which 90 percent of all users complete and, on the evidence of zero inquiries, this appears to be more than adequate."



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