

## CASE STUDY

# Brinkmann Constructors empowers field teams with mobile-enabled learning



"Our field employees are the backbone of our business. Docebo gave us the tools to train and engage them in a way we never could before."

**Danielle Buscher**, Senior Talent  
Development Manager, Brinkmann Constructors



## Results

**90% +**

adoption rate of  
branded mobile app

**8,000+**

course completions in 6 weeks

**99%**

of new employees complete  
onboarding on time,  
accelerating ramp-up

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## Solution

### The highlights:

- Branded Mobile App
- Gamification
- Centralized learning platform with role-based paths
- Curated course libraries via Docebo Content by OpenSesame

## Brinkmann Constructors

Brinkmann Constructors is a national general contractor committed to building more than structures; they build careers, communities, and culture. With hundreds of employees working across job sites in various states, Brinkmann recognized the importance of delivering consistent, high-quality training to everyone, regardless of their location or access to traditional learning environments.

Danielle Buscher, Senior Talent Development Manager at Brinkmann, was tasked with modernizing how Brinkmann onboarded and trained staff, particularly those outside of a traditional office. She is quoted throughout this story.

## Challenge

### Training a dispersed, on-the-go workforce

Prior to Docebo, Brinkmann's training approach relied on manual processes. With many workers not using desks, it became clear that a more modern, accessible solution was needed to keep up with the pace and complexity of field operations. The lack of a unified platform made it difficult to ensure consistent onboarding experiences and track progress across the organization.



"We knew we needed a platform that would meet people where they were, whether in the office or out on a jobsite, and give them consistency in their experience."

# Solution

## Mobile-first, branded learning with Docebo

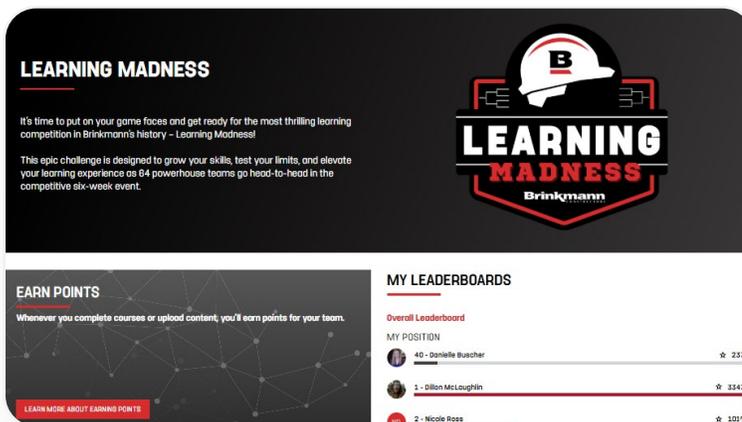
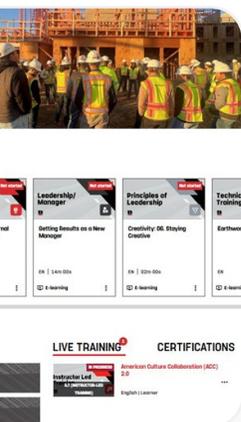
To overcome these challenges, Brinkmann implemented Docebo as their centralized learning platform. A standout element of the rollout was the branded mobile app, configured specifically for Brinkmann. This personalized mobile experience increased credibility and engagement among employees, who recognized it as an internal tool rather than external software.

The mobile app allowed field employees to access onboarding and training content directly from their job sites. It also enabled push notifications to prompt completions, streamlined tracking, and created a consistent learning experience across teams. Danielle noted that the system made training significantly more accessible, empowering field staff to engage with the content on their own terms and timelines.

## Launching with a slam dunk: The March Madness campaign

To launch Docebo, Brinkmann introduced a March Madness-themed campaign. Employees were invited to join a learning tournament featuring a bracket-style leaderboard, point scoring for completing key courses, and weekly highlights of top performers. Prizes and recognition further motivated participation.

Danielle shared that the initiative wasn't just about fun; it was about building a learning culture rooted in teamwork and continuous improvement. The response was overwhelmingly positive, particularly among field crews unfamiliar with digital learning. Within six weeks, the campaign resulted in more than 8,000 course completions.



# Results

## Higher engagement, faster onboarding, safer teams

The impact of Docebo was immediate and measurable. More than 90% of field employees adopted the mobile app. Onboarding is completed on time by 99% of new hires, resulting in faster ramp-up and quicker time to productivity. Course completion rates soared, and superintendents noticed better-prepared teams arriving on job sites.

Danielle emphasized how valuable Docebo's analytics have been. The team could monitor course progress, analyze feedback, and make quick improvements. They also use Docebo Content by OpenSesame to rapidly expand their course offerings. Danielle explained that Docebo Content by OpenSesame allowed them to fill content gaps with ready-to-use, high-quality modules on leadership, communication, and soft skills. This saved time and ensured the team could focus on strategic learning goals instead of starting from scratch.

## Future plans: Personalization, leadership, and peer learning

Looking ahead, Brinkmann is building on their success by developing role-specific learning paths for superintendents, project engineers, and project managers.

Brinkmann's learning team is placing greater focus on encouraging peer-submitted content to promote internal knowledge sharing, while also exploring broader learning initiatives to support long-term development across the organization.

Danielle described the vision: Beyond compliance and safety, the goal is to support career growth and foster a culture where learning is integrated into everyday work. With Docebo, Brinkmann believes it has the infrastructure to scale these efforts across the organization.



"We made the launch of Docebo competitive, fun, and engaging, and I think that was a big part of what drove the early adoption. People wanted to be a part of it."

# docebo

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