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KOI Auto Parts

2701 Spring Grove Ave., Cincinnati, Ohio

As KOI Auto Parts grew, it became apparent that it was getting nearly impossible to bring employees to headquarters for training programs. A vendor's employee, Denny Shroats, noted to KOI leadership that technology was available to provide education and training to employees at all locations, as well as the fact that employees could benefit from a more standardized curriculum, was hired to lead employee development. KOI purchased publishing software to upload PowerPoint and other programs provided by manufacturers and other resources as well as sessions created by the employee development officer. A learning management system (LMS) was purchased to be able to track employee progress. With the availability of this software, courses have been and continue to be uploaded into the LMS. In addition, KOI purchased webinar software enabling staff and other resource personnel to deliver webinars. The webinars are recorded and are accessible by employees during the day, in the evening or even at home. All stores have a dedicated computer located away from the counter to access the courses. KOI makes available ASE's P2 exams, as well as the AIA Import Parts Specialist exams to staff members recommended for these certifications. KOI has also conducted week-long programs with the University of the Aftermarket. The employee development officer continually surveys employees to get their feedback on the courses and content. What is KOI's ROI? The employee development officer notes that the capabilities he has created in-house makes it easier to provide to employees access to information and processes they need to better serve their customers. He notes as an example that after a course offered to employees on a particular product, sales of this product increased 30 percent. 🍏