



Case Study

Equipping Fast-Lane Automotive Dealers for Success: The Shanghai General Motors (SGM) Training Story

Situation

The joining of Shanghai Automotive Industry Corporation (SAIC) and General Motors (GM), which began in 2008, created a new entity, Shanghai GM. This entity has been focused on building brand and image and driving competitiveness. Training has been a key element in meeting these goals.

SGM and Raytheon Professional Services (RPS) China have worked in partnership for over a decade, with RPS providing training services and solutions for SGM's dealership network and technical services staff.

SGM's main goals at the outset were:

- Increased speed and level of accuracy of auto technicians to meet rapid market growth and customer satisfaction requirements
- Improved processes for developing and qualifying technicians
- Ability to drive competitive advantage – through service levels and future sales – of SGM versus other car dealerships in China

Solution

1. RPS designed and implemented a blended solution to increase the speed and effectiveness of learning.
2. Working closely with GM North America and GM Europe, RPS China leveraged global resources and delivered proven best practices and cost-effective solutions for technician training to SGM.
3. RPS adapted foreign practices to the local environment, operations, culture, living standard, and available resources to facilitate the implementation of training programs and ensure effectiveness.
4. RPS developed a consultative and strategic relationship with senior levels of SGM which allowed RPS to respond to their short/long-term strategy faster and with increased accuracy.
5. RPS pioneered a four-level technician certification to ensure technician qualification and competency.

Raytheon

Customer Success Is Our Mission

Case Study

Equipping Fast-Lane Automotive Dealers for Success: The Shanghai General Motors (SGM) Training Story

Business Results

Our emphasis on “Customer Success is Our Mission” helped RPS gain the trust and partnership of SGM, and the resulting training strategy and programs laid a solid foundation for SGM’s market position today.

Aftersales service is critical for any car manufacturer. SGM’s certified entry-level technicians now number 10,000. Bronze level is at 4,600, Silver at 736 and Gold at 7. This attests to the increasing levels of competency and the ability of SGM dealerships and service centers to drive customer satisfaction.

In addition, to meet the rapid growth of SGM over the past decade, RPS has designed and executed training programs that reach ever-increasing numbers of technicians and dealerships. This further proves our ability to continuously scale training to meet the growing needs of SGM.

	2004	2014
Car units sales	300,000	2,000,000
No. of technicians trained	3,000	12,000
No. of dealerships	300	1,300

Raytheon Professional Services

Raytheon Professional Services (RPS) is a global leader in learning services and training outsourcing. RPS designs, develops, implements and manages customized and scalable solutions that are aligned to our clients’ key business goals and deliver measurable results. RPS applies effective processes to maximize training, and delivers award-winning technologies and tools to engage learners and accelerate time to proficiency. We provide proven expertise to ensure improved learning outcomes, especially in high-consequence environments and in high-compliance industries. We currently work with global clients across a variety of industries in over 100 countries and 28 languages.

Raytheon Company
Raytheon Professional Services, LLC
1200 South Jupiter Road
Garland, Texas
75042 USA

www.rps.com

Raytheon
Customer Success Is Our Mission