



## CASE STUDY – GENSCO, INC

*“...The Raptivity interactive tool helps us develop courses that are both challenging and interesting. There is such a variety of interactivities that we are only limited by our imagination in selecting the one that is most appropriate to present or reinforce our teaching points. The flexibility of Raptivity, coupled with its remarkable ease of use, enables us to create high quality, entertaining and instructive courses. That view is continually reinforced by positive feedback from our sales, sales support and corporate team members...”*

Morris Mutal,  
Training Coordinator

### About Gensco, Inc

Gensco is a multi-state HVAC distributor and manufacturer serving the Northwestern United States. Gensco currently operates from twenty-six locations in Washington, Oregon, Alaska, Montana, and Idaho.

### Challenge

Before using Raptivity and Elicitus, the training at Gensco was either classroom, one to one, mentoring, correspondence courses, and some web based type training like webinars.

Gensco wanted to create readily available, easily accessible, and short (approximately 15 minute long) training courses to cover the various products Gensco sells, and other areas such as human resources, customer service, technical support, health and wellness, team member orientation, operations and processes, and safety. They wanted these online courses to bring new Team Members up to speed and remind their veterans on what is expected of them in providing continuously excellent customer service.

The eLearning team at Gensco was clear that they didn't want to learn Flash but at the same time, they wanted to offer engaging interactive eLearning to their learners.

### Solution

In the fall of 2005, Gensco was looking for eLearning creation tools. After a thorough evaluation of various tools, Gensco finalized on Raptivity for their interactivity creation needs and Elicitus for their course creation requirements.

With Raptivity, the eLearning design team at Gensco has been able to easily create engaging training courses. Because of the wide variety of interactions available in Raptivity, the course designers always find some interactivity that helps them emphasize key points and concepts helping the learners retain the knowledge.

While sharing the experience of eLearning design and development, the team shared that they attempt to anticipate what a learner will be experiencing when he/she is taking a course. *“With Raptivity we can easily create engaging and entertaining interactivities which stimulates our learners to master the materials in the courses we have developed. It is quite a tool and we are glad to have it available in our course development process”*, says Morris Mutal, the Training Coordinator at Gensco.

Gensco has used Raptivity as part of a blended learning program for some 550 company team members. To date, they have used Raptivity to develop more than 200 courses.

