

# EXECUTIVE CASE STUDY: SCALING EFFECTIVENESS AND EFFICIENCY AT HILTI



## How Hilti reduced administrative friction by more than 50% without sacrificing learning rigor

### The Challenge: The "Success" Problem

Hilti's sales onboarding is a rigorous, long-term, cohort-based journey designed to build deep expertise and cultural alignment. But as the program succeeded and expanded globally, the operational machinery behind it began to crack.



**The Complexity:** Managing multiple regions, facilitators, and phases for high-stakes cohorts created a logistical web that manual tools couldn't handle.



**The Bottleneck:** Regional teams were trapped in "spreadsheet hell," relying on email chains and manual calendar workarounds to coordinate schedules.



**The Risk:** While the learning design remained excellent, the coordination became fragile. Missed enrollments, room conflicts, and last-minute reschedules threatened the learner experience.



## The Solution: Orchestration, Not Just Administration

Hilti implemented **ansrTMS™**, a platform purpose-built for the logistics of cohort-based training.



**Automated Logistics:** Hilti replaced manual checklists with intelligent scheduling logic that automatically aligns facilitators, rooms, and participant flows.



**Template-Driven Scale:** Admins created standardized "Master Templates" for cohorts that could be duplicated and localized for different regions instantly, ensuring consistency without rigidity.



**Seamless Ecosystem:** **ansrTMS** acted as the "coordination layer," integrating bi-directionally with Outlook, Teams, and the existing LMS/HCMS stack.





## The Results: Operational Resilience

By focusing on the *training management layer*, Hilti achieved scalable consistency.



**>50% Less Friction:** Drastic reduction in manual coordination effort freed L&D teams to focus on strategy rather than logistics.



**Proactive Conflict Resolution:** Scheduling conflicts are now flagged during planning, not discovered on the day of training.



**Award-Winning Impact** The initiative was recognized with a **Brandon Hall Group Excellence Award**, validating that "back-office" orchestration is critical to "front-office" learning success.



*"Hilti's experience demonstrates that the success of complex, cohort-based learning programs depends as much on how these programs are administered as on how they are designed."*