



# Customer Success Story

BUILD.COM



**Industry:** Manufacturing & Retail  
**Sector:** Employee Training



## The Results

### Faster Onboarding

Build.com achieved more than 60% reduction in the instructor-led training requirements for new hires. In many of the courses, they adopted the flipped classroom pattern for their face-to-face training using Litmos.

### Trackable Product Training

Build.com Standardized training and collateral for all of its more than 900,000 products and categories using Litmos. This ensures consistent messaging across the sales departments with a rich on-demand library of product training courses.

### Improved Sales Effectiveness

Sales and customer reps love the simplicity and usability of the Litmos system. The system's usability has dramatically helped in adoption by the reps accessing it on demand to gain product category knowledge.

“Our learners really enjoy how easy Litmos makes learning. It is one of the most simple and effective training LMS's out there.”

**Mike Martin**  
Director of Training

## Build.com Grows Sales With Litmos

Build.com reduces workforce time to knowledge by 60% with Litmos LMS. Build.com exists to bring ease, affordability, and empowerment to home improvement—a process traditionally perceived as difficult, expensive, and intimidating. The Build.com network of stores provides a unique shopping experience. With specialized sites committed to a more narrow focus, you're sure to find exactly what you're looking for. Each site digs into a single home improvement category, and features the industry's most trusted brands. And just like Build.com, each network store features everything you need to complete your home improvement project.

## The Challenge

When the company was renamed in 2010 to Build.com to reflect its diverse breadth of home improvement products, the company did not have a learning management system to facilitate product training to its sales and customer service representatives.

- Prior to purchasing Litmos, Build.com provided its workforce with face-to-face instructor-led sessions for onboarding and compliance training, while relying on an intranet for the delivery of product training collateral.
- Face-to-face training attendance was often inconsistent, the training calendar was inflexible, and training classes were dense, consuming valuable work time.
- As a result of different instructor-led training, the existing product training mechanisms often created inconsistent messaging and information gaps between sales center employees and customers. Also, there was no easy way to track consumption and retention of these training materials.
- With Build.com being one of the largest online storefronts in the home improvement space, listing over 900,000 products, and 400 employees, the consistent messaging and accurate product knowledge was essential for its growth success.

## The Solution

Build.com chose Litmos LMS so that its workforce could have an easy-to-use, on-demand training solution that could provide a robust library of step-by-step, categorical product trainings and curriculums to all 160 employees across the sales center and company at large.