



AIR CANADA

“Automating all of our training processes provides us enormous opportunity through efficiency. We’re creating a solid foundation so we can innovate to continuously enhance our learners’ experiences.”

Mark Rak, General Manager, Customer Service Training – Planning and Cost, Air Canada

Business Challenge

Air Canada is Canada’s largest full-service airline. Together with Air Canada Express, Air Canada serves more than 33 million customers annually with service to over 170 destinations on five continents. Air Canada is the largest provider of scheduled passenger services in the Canadian market, the Canada-U.S. transborder market and in the international market to and from Canada.

Navigating the logistics and resources to keep more than 17,000 geographically diverse and multilingual employees trained and qualified through a highly complex and regulated global operation is Air Canada’s Customer Service Training department’s daily flight plan.

How SumTotal® Helped

Air Canada chose SumTotal’s Learn: Enterprise (Cloud) solution because the open-activity architecture offered premium capability and flexibility to grow with their changing company requirements. The airline’s inaugural LMS flight was limited to launching eLearning for its 7,000 cabin crew members. Immediately after implementation, both users and administrators alike commented on the intuitive interface and how easy it was to complete their OLT certifications. The word spread quickly within the organization, and other employee groups, including pilots, are now using the LMS.

Air Canada also successfully integrated SumTotal’s LMS into its new hire onboarding process by providing new employees a login to the LMS when they receive information about their start date at the company.

Key Metrics

200K 200,000 eLearning registrations successfully implemented

Eliminated manual processes of completing and tracking certifications

Flexibility and scalability with cloud-based delivery

About Air Canada

Air Canada is Canada’s largest full-service airline and the largest provider of scheduled passenger services in the Canadian market, the Canada-U.S. transborder market and in the international market to and from Canada. Together with its Air Canada Express regional partners and leisure carrier, Air Canada rouge, Air Canada serves over 38 million passengers annually and provides direct passenger service to more than 190 destinations on 5 continents. Air Canada is a founding member of Star Alliance™, the world’s most comprehensive air transportation network

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