



# Van Moer Logistics Case Study

## Background



Van Moer Logistics is a leading company that specialises in the storage and handling of various commodities. The company's services include transport & distribution, warehousing & value-added logistics, port & intermodal logistics and bulk & tank container logistics.

Van Moer Logistics is a provider of multimodal logistics services intended to serve chemical, petrochemical, food and general cargo markets.

In a world where everything is timed and choreographed to the last detail, Van Moer Logistics leaves nothing to chance. The company believes that the customers should always be able to count on a tip-top service. That is why Van Moer Logistics makes the best possible use of their toolkit to really make the difference.



27  
Locations



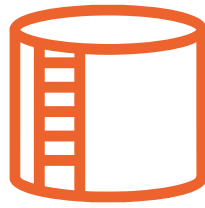
480.000  
SQM Warehouse Capacity



500  
Trucks



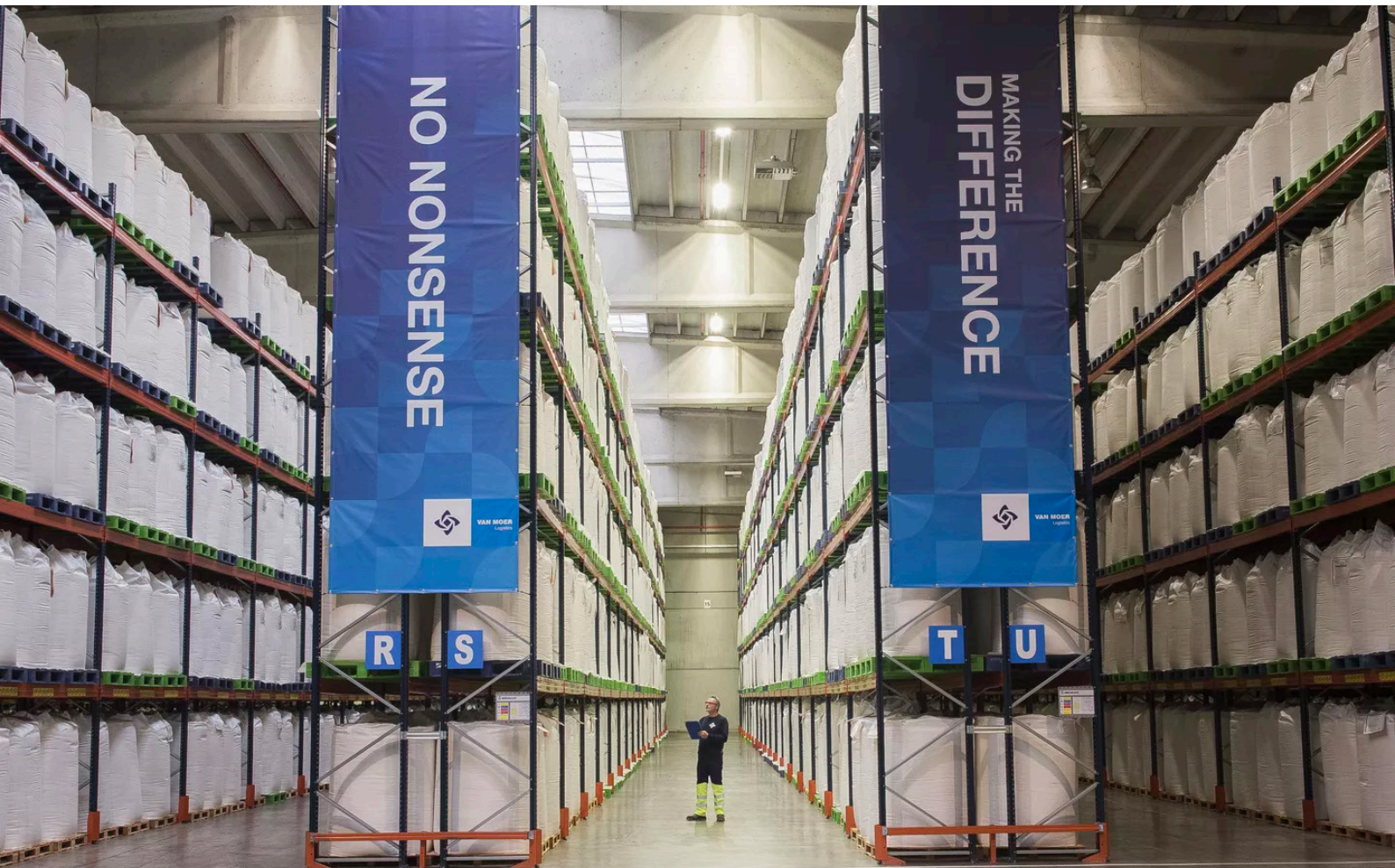
9  
Inland Barges



5.750  
TEU Tank Container Depot Capacity



2.000  
Employees



## The challenge



As a fast-growing company, it was especially important to onboard new talent effectively. Providing new employees the practical guidance and the essential knowledge is critical to get them started successfully. Van Moer Logistics did this by face-to-face training which required time away from their roles. This posed a risk of inconsistent message and it was difficult to measure the impact of these trainings.

An agile organisation as Van Moer Logistics calls for an agile learning strategy. It's not easy to keep their largely remote and on-the-go employees up-to-date with the latest procedures and toolboxes. Therefore Van Moer Logistics has faced the challenge to train their employees in a timely and custom-built manner.



# How MobieTrain Solves It



## Sharing information efficiently

It is especially important for the logistics sector to train largely remote, mobile people in a timely and relevant way. MobieTrain allows this thanks to the intuitive design of the app, bite-sized learning, retention techniques and various features such as newsfeed and poll functionality.

## Creating Engaging Employee Experience

Moreover, the gamification features of the MobieTrain app, such as badges, progression bars, experience points and many more, enables Van Moer Logistics to provide training in a fun, engaging and interactive manner. This approach increases the motivation and performance of their employees.

## Support From MobieTrain Community

Furthermore, MobieTrain engagement Services help to set Van Moer Logistics up for success creating a successful launch and keeping engagement high. MobieTrain achieves this by providing a dedicated Customer Success Manager equipped with the knowledge and experience to assist in creating the first learning tracks, boost adoption and engagement and share best practices from similar organisations.

***“MobieTrain introduced us to the concept of gamified online learning and we were surprised by the various possibilities. Furthermore, MobieTrain provides a Customer Success Manager who guides us through the process and has the knowledge and experience to make our journey in fact successful.”***

*Maxime Van Ranst  
HR Business Partner at Van Moer Logistics*

## Expected Results



Fun, interactive, and engaging learning offered by the MobieTrain platform is expected to **improve engagement and overall employee experience** at Van Moer Logistics.

An easy-to-use online learning solution will provide a more efficient and pleasant onboarding, keep employee knowledge and skills up-to-date, motivate them and provide plenty of flexible opportunities for personal and professional development.

By boosting the knowledge and the engagement of Van Moer Logistics' employees, they will be well equipped to deliver a **world-class customer service level** in line with Van Moer Logistics' mission.





## About MobieTrain

### **MobieTrain**

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**MobieTrain**

Change Behaviour. Boost Performance.

Knowledge is our forte, and it is our mission to empower employees with the knowledge that they need to succeed. With mobile-first training, employees are put at the heart of their own learning and development, which leads to better customer experience, employee engagement and impacts business' bottom line.

Our vision is to define the global standard for mobile learning to boost productivity and sales in the workplace, one employee at a time.