UDACITY CASE STUDY

# Global 500 Automotive & Transport Company

## Introduction

This case study of a Global 500 automotive & transport company is based on a February 2021 survey of Udacity customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

> "Udacity helped to create a talent pool within the organization, instead of always looking for new resources for fast-changing technologies. Udacity has created a culture of continuous learning, which in turn, has increased employee satisfaction."

## Challenges

The business challenges that led the profiled company to evaluate and ultimately select Udacity included:

- A shortage of practitioner-level technical skills to implement or support business transformation initiative
- Needing to develop data-driven culture to improve operational excellence or customer experience
- Building a talent pool with a deep understanding of technologies such as autonomous vehicles or robotic process automation for product and service innovation
- Enhancing the Learning & Development function to support career-long learning

## Use Case

Udacity helped the organization to address the following business objectives:

- Increasing the pace of digital transformation initiatives
- Accelerating product or service innovation
- Bridging a technical skills gap
- Becoming a data-driven organization

Udacity upskilled their workforce in the most in-demand emerging technology fields, such as Artificial Intelligence & Machine Learning, Data Science and Autonomous Systems.

The organization rated Udacity as significantly better on the following compared to competitive solutions:

- Project-based learning
- Graduates are ready to apply practitioner-level skills
- Online, self-paced learning
- Mentor support for learners
- Dedicated customer success manager

## Results

The company achieved the following results with Udacity:

- Upskilled employees in cutting-edge emerging technologies
- Improved their customer experience and product innovation
- Reduced risk and increased the pace of digital transformation initiatives

The company identified improvements in following areas since using Udacity:

- Delivery of digital transformation projects
- Practitioner level technical skills
- Employee satisfaction, commitment & morale

### Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
**Global 500**

Industry:
**Automotive & Transport**

### About Udacity

Udacity's mission is to train the world's workforce in the careers of the future. Every industry is being impacted by modern technology. As companies everywhere adapt and transform their businesses, they're looking to hire people with the tech skills to match their goals. We work with the world's technology leaders to teach these critical tech skills through our powerful and flexible digital education platform

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