



CLO Dashboard™ - Case Study

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Client: Cash America International, Inc.



Key Learning Indicators

- Workforce Readiness
- Outstanding Learning Services
- Point of Engagement
- Workforce Proficiency
- Time to Competency
- Compliance

Cash America International, Inc. is a diversified specialty finance company serving the needs of the underbanked segment of the population. They are the market leader in secured non-recourse lending to individuals, commonly known as pawn loans. Cash America operates over 450 pawnshops in the United States under the brand names Cash America Pawn and SuperPawn and provides other financial services such as check cashing and short-term cash advances through its network of lending locations and subsidiary companies.

Cash America operates in a highly regulated industry and the various business segments rely heavily on the efforts of Cash America Training to provide their coworkers with the knowledge and skills required to succeed. When it proved time to raise the visibility and accessibility of their progress measures towards delivering outstanding learning services, increasing time to competency, establishing workforce readiness, and meeting compliance, Cash America Training partnered with Zeroed-In Technologies to implement CLO Dashboard.

The week long implementation was split into two components, strategy and tactics. A full day strategy workshop helped Cash America Training articulate their learning strategy in terms of high level goals and learning outcomes also known as key learning indicators. The workshop deduced each goal into a series of objective-level strategies and key metrics, targets, and timelines designed to measure progress in accomplishing the strategy points and reaching each goal. The workshop process tests each key measure for accuracy, accessibility, and efficiency by identifying and analyzing the underlying source of data of which the most common source was the Cash America Train LearnCenter hosted by Learn.com.

Installing the web-based dashboard at Cash America in Ft. Worth, Texas and inputting the Cash America Train scorecard as determined during the workshop rounded out the tactical component of the implementation. After connecting the system to the Learn.com database to automatically extract measurement data on a recurring basis within the course of a few days, Cash America leaders had visibility and insight into the alignment strategy, success metrics, and progress of Cash America Training.

What does Cash America Training have to say about their experience with Zeroed-In and CLO Dashboard? Sandy Fulton, Vice President, Cash America Training says “Before CLO Dashboard, we had been through many iterations of learning measurement and reporting initiatives in attempts to give our stakeholders the information they need to make better decisions and investments. With CLO Dashboard, we now present a full picture of value creation for those stakeholders and an easy to use site for them to measure our progress towards serving our coworkers and growing our business. We are delighted with the speed, quality, and affordability by which Zeroed-In has brought CLO Dashboard to Cash America.”