



**GO BEYOND**

# **FROM TWO TO MANY: OUR JOURNEY TO CREATE GLOBAL ENGAGEMENT USING MTM**

**JUNE 8, 2021**

**PRESENTED BY PRATT & WHITNEY:**

**JESSICA PASINI**

**STACEY BLANCHARD**

# AGENDA

LET'S GET STARTED!

- **Introductions:**
  - Jessica Pasini, Marketing Communications Specialist
  - Stacey Blanchard, Customer Services Manager
- **Who we are:**
  - Pratt & Whitney
  - Customer Training
- **Our MTM Journey:**
  - Where we were
  - Where we are
  - Where we're going
- **Q&A**

# INTRODUCTIONS

# MEET JESSICA

MARKETING COMMUNICATIONS SPECIALIST,  
CUSTOMER TRAINING

- Completed B.S. in Marketing at CCSU
- Currently enrolled in an online master's degree program at University of Illinois
- 4 years working at Pratt & Whitney's training center
- Manages marketing and communications efforts to promote training
- 1 year working with MTM
- Has an identical twin sister and 2 cats
- Enjoys being outside hiking, playing tennis and spending time with family and friends



# MEET STACEY

CUSTOMER SERVICES MANAGER,  
CUSTOMER TRAINING

- M.S. in Business Management
- 22 years working at P&W CTC
- Manages the Learning Management System and Registration / Class Scheduling process
- 12 years working with MTM
- Married with 2 sons
- Has a dog, cat and a bird
- Enjoys camping, watching my sons play sports and being with family and friends



# WHO WE ARE

# PRATT & WHITNEY

- Global aerospace manufacturer of commercial and military airplane engines and auxiliary power units
- Established in 1925 in Hartford, CT, USA, by Frederick Rentschler
- Headquarters in East Hartford, CT, USA
- Subsidiary of Raytheon Technologies Corporation (RTX)
- P&W's large commercial engines power more than 25% of the world's passenger aircraft fleet and serve more than 800 customers in 160 countries
- P&W's military engines power 27 air forces around the globe, with nearly 11,000 military engines in service with 23 customers in 22 nations

# CUSTOMER TRAINING

- Started in 1935 as Aircraft School in East Hartford, CT, USA
- Training is limited to P&W customers and employees
- Engine Maintenance Training can be delivered:
  - At one of our 3 international training centers in China / India / USA or a satellite facility
  - On-site at a customer location
  - Remotely
- Learner Statistics:
  - 3,260 trained in 2020; 6,557 students trained in 2019
  - 2,268 evaluations collected in 2020; 4,456 evaluations collect in 2019

# CUSTOMER TRAINING VALUE PROPOSITION

## BENEFITS & PROGRAMS



Improve product and passenger safety



Increase operational efficiency



Extend product lifecycle



Lower maintenance costs



Presenter: Jessica Pasini

### GENERAL PROGRAMS

- Gas Turbine Engines
- Standard Practices
- Presentation Skills

### ENGINEERING PROGRAMS

- Advanced Diagnostics & Engine Management
- Engine Health Monitoring
- Engine Fleet Management
- Engine Failure Analysis
- Engine Design & Repair

### ENGINE SPECIFIC PROGRAMS

- General Familiarization
- Line & Base Maintenance
- Borescope
- Blade Blending
- Engine Change

### ENGINE BUSINESS ACADEMY

- Commercial Engines Business Overview
- Campaign Analysis
- Global Leasing
- Warranty



# PRATT & WHITNEY DELIVERS HIGH QUALITY TRAINING

2020 INSTRUCTOR-LED TRAINING METRICS

Presenter: Jessica Pasini

## Overall Top Box

### Top Performers

Overall Satisfaction 96.44%



Instructor 95.24%



Environment 94.79%



Learning Effectiveness 94.12%



Perceived Value 93.56%



## Overall Net Promoter Score

**71.35%** N count: 2206

20.00% (+51.35%) | 383397

Corporate Universities: Aeronautics In...



## Estimated Performance Improvement

**23.77%** N count: 2214

19.09% (+4.68%) | 233738

Corporate Universities: Aeronautics In...

## Benefit to Cost Ratio

**11.98:1** N count: 2214

9.56:1 (+2.42) | 233738

Corporate Universities: Aeronautics In...

## Scrap Learning

**25.39%** N count: 2182

31.30% (-5.91%) | 191920

Corporate Universities: Aeronautics In...

# HOW WE MEASURE OUR BUSINESS

## VALUE STREAMS & COURSE GROUPS

Presenter: Stacey Blanchard

### VALUE STREAMS

Customer Services

Design & Development

Instructional Delivery

### COURSE GROUPS

Commercial

Military

Engine Business Academy

WHERE WE WERE

## BEFORE MTM

- No formalized learning measurement strategy
- Classes were evaluated via paper or Zoomerang surveys
- Survey data was manually entered into excel spreadsheets

## EARLY DAYS WITH MTM

- Started working with MTM in 2009
- MFA Lead
- Monthly disposition meetings with managers
- Paper surveys
- Delay in delivery of feedback to stakeholders
- Status Quo
- Didn't utilize the MTM Customer Success Manager

WHERE WE ARE

# ELECTRONIC SURVEYS

GO PAPERLESS!

Presenter: Jessica Pasini

## Benefits:

- No more collecting and scanning paper surveys!
- Automated survey assignments
- Global use of instructor alias link
- Receive feedback instantly once survey is closed
- Easy to revise surveys and edit survey assignments

## MTM Virtual Post Event Survey

Course Name:

Learning Provider:

Date:

Instructor Name:

Please take a few minutes to share feedback in order to help us improve our programs.

### Tell us about your overall learning experience:

1. I gained new knowledge and skills.

Strongly Disagree

1

☐

2

☐

3

☐

2. The technology worked appropriately.

Strongly Disagree

1

☐

2

☐

3

☐

Additional Comments:

# REPORTING ON OUR DATA

## SCHEDULING READY REPORTS

Presenter: Jessica Pasini

- Course Summary
- Instructor Class Summary
- Learner Comment Analysis
- Report Card

Preview test

INSTRUCTOR CLASS SUMMARY

Overall Rating

	Score compared to the benchmark			Difference
Overall	<div></div>	<div></div>	<div></div>	<div></div>
Working in the Virtual Environment	<div></div>	<div></div>	<div></div>	<div></div>

The instructor helped me understand how to apply the material.

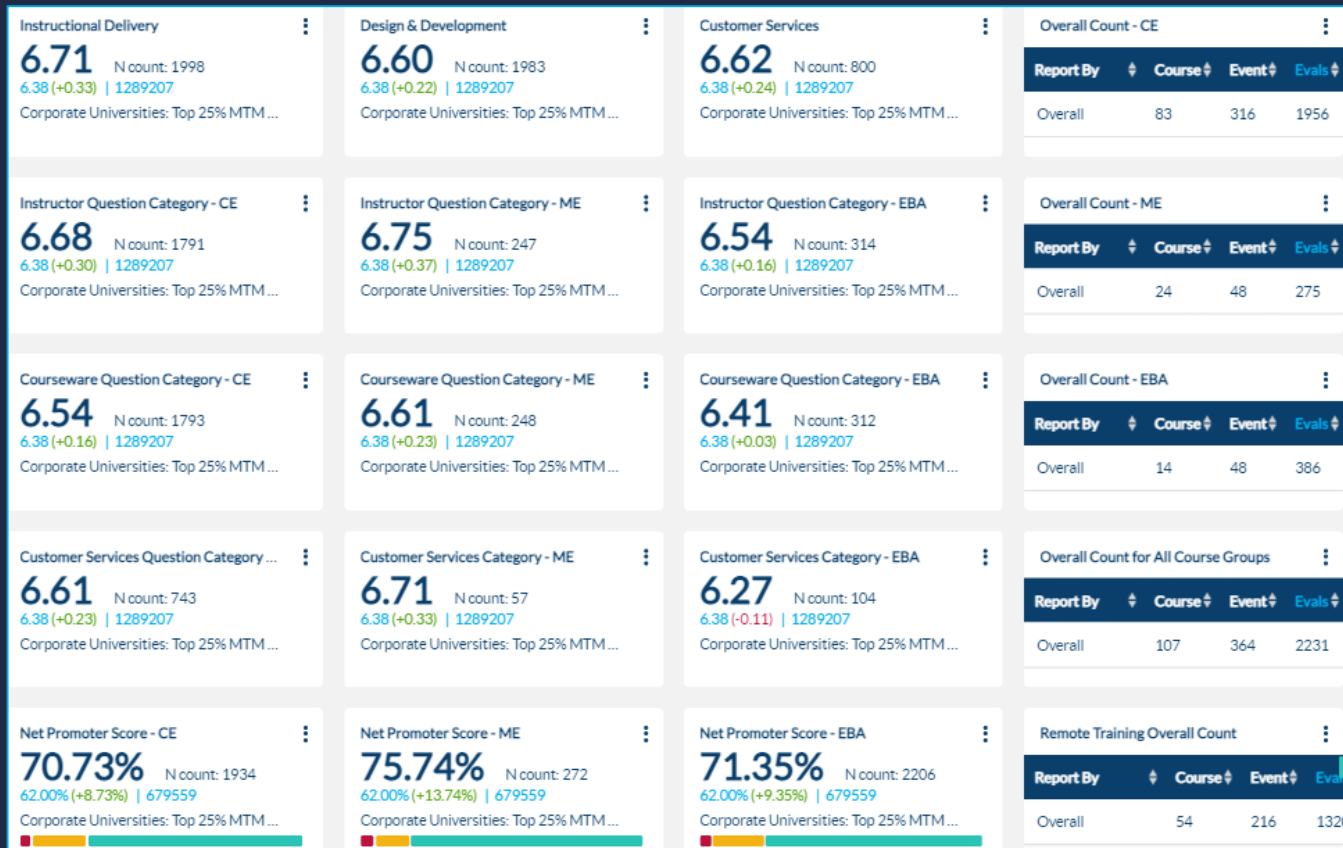
	Score compared to the benchmark			Difference
Overall	<div></div>	<div></div>	<div></div>	<div></div>
Working in the Virtual Environment	<div></div>	<div></div>	<div></div>	<div></div>

Provide an example of how instructors helped you apply the material.

# ORGANIZING OUR DATA

## EXECUTIVE DASHBOARD

Presenter: Jessica Pasini





# COMMUNICATING OUR DATA

## SHARING FEEDBACK WITH STAKEHOLDERS

Presenter: Jessica Pasini

- CTC staff meetings
- Control Tower
- Reoccurring meetings with MTM
- Quarterly MFA Newsletter released 11/18
  - Net Promoter Score (NPS)
  - Overall MFA for each Value Stream
  - Course, Event and Evaluation Counts
  - Course Ratings
  - Top & Bottom Courses
  - Expected & Actual Training Impact
  - Learner Comments
  - Opportunities for Improvement



# GLOBAL ENGAGEMENT

## HOW WE GOT HERE

Presenter: Jessica Pasini

- Transitioning from a one-person team to a collaborative team effort within Customer Training
- Becoming seasoned with our data analytics:
  - What data do we need to drive business outcomes
  - How to access and pull the data
  - What to do with it
  - Who to share it with
- Onboarding and Training:
  - Scheduling global meetings at the right times (reoccurring and non-reoccurring)
  - Training staff to be self-sufficient
  - Ensuring all staff is using the tools they need to be successful
  - Sharing feedback aligned to business goals

WHERE WE'RE GOING

# WHAT'S NEXT?

2021 AND BEYOND

Presenter: Jessica Pasini

CONTINUOUS RELOOK AT:

Course Groups

Demographics

Measurement  
Plans

Portfolios

Surveys

Automate, automate, automate!

***Pratt & Whitney ensures best-in-class quality in our products and services with a focus on increasing efficiency, quality and customer satisfaction while reducing wastes.***

Time for questions!



**GO BEYOND**

*Thank you for joining today's  
webinar.*