



DScape's E-Learning System Helps Save Pep Boys \$2.6 Million

The press release below illustrates e-learning's great potential for cost-efficiency. Pep Boys determined that between June 2002 and June 2003, it saved more than \$2.6 million in reduced turnover from the previous year's time, following the debut of their on-line e-learning system, Learning Central, created by DScape Interactive, LLC.

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[JUNE 15, 2004, HOPE, NJ] An online training system developed by DScape Interactive, LLC, resulted in a cost savings estimated at more than \$2.6 million for auto retail giant Pep Boys. The savings, realized between June 2002 and June 2003, was directly attributed to its launch of Learning Central, an online system comprised of custom course development, a custom tracking system and hosting provided by DScape.

Learning Central contributed to a 23.6 percent reduction in operational turnover during the 12-month period between 2002 and 2003, a total savings of \$17,769,472. In a poll of the company's six regional HR directors, their average estimate for training's contribution to turnover reduction was 15 percent of that total.

The company's records reveal that from June 2002 to June 2003, 46 percent of new hires who were retained up to 90 days completed the online orientation, compared to just nine percent from June 2001 to June 2002 a year-over-year improvement of over 500 percent. A 2002 internal study investigating the cost of turnover at Pep Boys estimated the total turnover cost for a sales associate at \$3,584, including pre-departure, vacancy, and new hire costs.

Learning Central, DScape's learning management system, became available to all Pep Boys store associates in May 2002, with a Spanish version launched in October 2002.

Employee satisfaction for the training also rated highly, as 78 percent of employees who responded to a survey stated that Pep Boys training prepared me well for the job.

Corporate Training Manager Liviu Dedes said, "During the course of our relationship, DScape has established itself as a true business partner. In many instances hindsight is 20/20, but not in this one. If I had to make a decision on an e-learning partner today, DScape would be my choice again. They have always delivered quality products, on time, and on budget. They consistently go the extra mile to ensure that our e-learning initiatives are successful."

About Pep Boys

Pep Boys has 595 stores and over 6,000 service bays in 36 states and Puerto Rico. Along with its vehicle repair and maintenance capabilities, the company also serves the commercial auto parts delivery market and is one of the leading sellers of replacement tires in the United States. Customers can find the nearest location by calling 1-800-PEP-BOYS or by visiting [pepboys.com](#).

About DScape Interactive

DScape Interactive designs, develops and hosts custom e-learning courses, learning management systems



(LMS) and information systems that enable companies to train employees in a wide range of skills, including product knowledge, company orientation, selling skills, back office procedures, retail merchandising and other topics.

Clients include Pep Boys, Siemens, Jaguar, Mercedes Benz USA, FedEx Ground, Mothers Against Drunk Driving (MADD) and others. DScape places a premium on the user experience, insisting that all learning content be engaging for its audience, and that it provides a high degree of interactivity, entertainment and delivery efficiency. To learn more, call 877-373-9857, email moreinfo@d-scape.com or visit online at <http://www.d-scape.com>.

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