

How Zenetec Eliminated a \$20,000+ Training Bottleneck by Building Custom Training In-House

Inside one multi-location collision company's shift away from expensive outsourced training development toward a more scalable in-house approach that cut five-figure course-build costs and empowered a lean HR team to launch branded training on demand.

140+

employees across
8 locations

\$20K+

third-party training
costs eliminated

1 Leader

responsible for
internal training



Featured Customer

Samantha Sherman • HR Manager — Zenetec

BACKGROUND

About Zenetec

Zenetec provides collision repair, auto glass, and car wash services across 8 locations throughout Ontario. What started as a small family-owned business 28 years ago has grown into a trusted multi-location company with nearly 150 employees and increasing demands around scalable training and operational consistency.

THE CHALLENGE

Scaling training across multiple locations was costing a fortune

With the company growing from one location to eight in just five years, that rapid pace put enormous strain on a small HR department trying to keep training consistent, current, and compliant across a growing workforce.

For years, Samantha and her team relied on a third-party vendor to build their training content. The process was slow, expensive, and inflexible. Any update, whether a new system, policy revision, or process change, required going back to the vendor, waiting on their timeline, and paying additional costs.

The real cost wasn't just the bill. It was the loss of control.

Samantha had mountains of existing documentation, including SOPs, process PDFs, and internal policies. But all of that institutional knowledge was locked behind a third party that charged upward of \$20,000 to turn it into training and then charged again every time something changed.

“ *We paid a company to build training from documentation we had already created. Then every time something changed, we had to pay them again to go through and edit it for us.* ”



— Samantha Sherman, HR Manager, Zenetec

On top of that, the LMS they were using wasn't user-friendly, making training difficult to manage, update, or scale as the company continued growing.

Zenetec needed a faster, more flexible way to manage training without the delays, costs, and dependency of outsourced development. As the company expanded, the gap between what Zenetec needed and what their existing tools could support kept widening.

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As we continued to grow from one location to eight, the need for ease of use, standardization, and scalable training became much more important.



– Samantha Sherman, HR Manager, Zenetec

WHY EASYLLAMA

Simplifying custom training without increased effort

Zenetec had been using BambooHR for years when Samantha noticed EasyLlama in the marketplace. She reached out and what she found changed the way her team thought about training entirely.

EasyLlama's AI Course Authoring Tool let Samantha take any existing document (a PDF, a policy, an SOP) and generate a full training course from it in minutes.

No vendor. No waiting. No five-figure invoice.

For a company built on the motto "work smarter, not harder," it was exactly the right fit.

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It is so simple to create custom courses. With AI, you just pull in a PDF or SOP and it pieces together the training. Then you can fine-tune it for exactly what you need. We work smarter, not harder.



– Samantha Sherman, HR Manager, Zenetec



EasyLlama

THE SOLUTION

Training that actually belongs to Zenetic

EasyLlama gave Zenetec a more flexible way to create, customize, and manage training internally without sacrificing consistency, scalability, or compliance requirements.

Turning existing documents into courses, *fast*

Zenetec's training library didn't start from scratch. It started with the documentation the team had already spent years creating. Instead of relying on outside vendors to rebuild training from existing materials, Samantha could upload a PDF or paste in a policy and let EasyLlama's AI Course Authoring Tool generate the course structure instantly. Once the course was created, she could fine-tune the content to match Zenetec's voice, culture, and workflows.

Training can be built from Zenetec's existing knowledge base, tailored to how teams actually work, and updated internally whenever processes or policies change.

Compliance training that *stays* compliant

When Samantha updated their workplace violence and harassment course, she saw EasyLlama's compliance guardrails in action. Certain slides are tagged to flag legally required content so even as she customized the course with language and scenarios more relevant to Zenetec's environment, the platform made clear which elements needed to remain in place to help maintain compliance requirements within the training.

Zenetec has more flexibility to customize training without compromising legally required content. That balance matters in regulated environments.

Building training that *feels* like Zenetec

With 65+ interactive templates and slide layout options, Samantha's team could build training that looks and feels like Zenetec instead of relying on third-party developers to create content or using generic, off-the-shelf training .

They're currently working with their marketing team to produce branded video content that can be embedded directly into courses.

Zenetec's training content now feels like an extension of the company itself, naturally integrated into how the organization works.

Scenario-based training that's *relevant*

One of Samantha's favorite features is EasyLlama's AI-Powered Training Scenarios. As Zenetec continues evolving into a more sales-oriented organization, employees need practice handling conversations with insurance providers and customers involved in accidents. Rather than passively reading slides, employees work through interactive, scenario-based exercises designed to reinforce decision-making and real-world application in a safe environment.

Zenetec has seen real behavior change through these role-play exercises, helping their customer service reps navigate conversations in ways that support the company's evolving sales approach.

“ *I find that the AI-based scenario training is very helpful. It's relevant and makes the training feel much more role-playing and engaging for the individuals going through it.* ”



— Samantha Sherman, HR Manager, Zenetec

The right training, at the *right time*

With EasyLlama, Zenetec's training is no longer siloed. Samantha uses EasyLlama's Learning Journeys to combine pre-built compliance training with custom content into structured, multi-step learning paths tailored to different employee roles and training needs. This helps ensure employees receive training that's relevant to them, in the right order, over time. New hires can even complete compliance training before their first day, so orientation is about welcoming them, not sitting in a room for eight hours.

Instead of assigning disconnected courses individually, Zenetec can guide employees through sequenced training in a more connected and consistent way across locations from day one.

THE SOLUTION

Faster training, lower costs, and full control

\$20,000+ in third-party build costs eliminated

Zenetec used to pay a vendor to build training from their own documentation. That service ran into five figures, and every update required another round of spend. With EasyLlama, Samantha can create new content or make updates directly, **at no additional cost.**

Updates to any course, anytime, with zero downtime

When a process changes, Samantha doesn't have to submit a ticket to a vendor anymore. She opens the course, updates the slide, and republishes. Or she duplicates the course, revamps it while the original is still live, and swaps it in when ready. **No lag. No dependency. No invoice.**

First day focused on people, not paperwork

Compliance training used to eat up a significant portion of a new hire's first day. Now, new employees complete it before they arrive, so their first day is focused on the site tour, team introductions, and **moments that help build company culture.**

A small team, running a full training program

Managing compliance training used to mean relying on someone else and paying each time. Now, Samantha does it all. She creates courses. She maintains them. She launches them. And since content flows through one team with one voice, the **training feels more consistent and on brand.**

Sales training that moved the needle

Sales training was harder to standardize across the organization. With EasyLlama, Zenetec built custom sales training from its own internal knowledge and rolled it out company-wide, results in **140 employees on the same page, speaking the same language, using the same approach.**

THE SOLUTION

What's next for Samantha and the Zenetec team

Samantha and the Zenetec marketing team are currently developing branded video content to integrate directly into their EasyLlama courses, helping training feel even more connected to the company's brand, culture, and employee experience. They're also continuing to expand their custom course library as the company grows.

For a company that's doubled its locations in five years and isn't slowing down, having a training platform that can scale alongside them without constantly relying on outside vendors or increasing costs has become a major advantage.

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We wanted training that actually reflected how we work at Zenetec, and now with EasyLlama, we can build and update that internally as the company continues growing.



— Samantha Sherman, HR Manager, Zenetec

READY TO BUILD TRAINING THAT'S ACTUALLY YOURS?

If you're spending too much time, money, or energy on training that doesn't feel like your company, EasyLlama's AI-powered course authoring and customization tools can help you build training that's more relevant, scalable, and aligned to how your team actually works.



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