

**Honda creates 'Brand Ambassadors' with Global Learning Infrastructure and solutions provider  
CERTPOINT**

... Enhanced knowledge sharing and training to help exceed  
customer expectations...

Thursday 31 January 2008, Global Learning Infrastructure and solutions specialist CERTPOINT has signed a deal with Honda Motor Europe (HME) to improve business efficiency with the introduction of a comprehensive knowledge sharing and learning programme designed to create 'brand ambassadors'. CERTPOINT's VLS multi-lingual software will help provide 40,000 employees, distributors and dealers throughout Europe<sup>1</sup> with a mixture of e-learning, classroom training and product information.

"Like many large organisations these days, Honda Motor Europe needs to deliver regular training to more of its people in an efficient and timely manner," explains Dick Klein, head of customer operations with Honda Motor Europe. "We wanted to change the learning culture within Honda so that everyone could learn within working hours. We also wanted to establish a central repository of information and to enhance the skills base of all our employees and dealers to help us exceed customer expectations."

"We approached CERTPOINT as they understood our business challenges and they were able to deliver a strategic solution without cutting corners. It is vital in today's customer service driven market that everyone working for the business is able to act as a 'brand ambassador'." adds Klein.

Training is delivered on job title, responsibility and local regional requirements. The long term aim of HME's training initiative is to ensure knowledge is shared across the entire enterprise, meaning increased levels of excellence both in terms of technology and enhanced customer service.

Ara Ohanian, CEO, Founder and President of CERTPOINT said "We are extremely pleased that Honda Motor Europe selected us to support their continued accomplishments in bringing innovation, dedication and quality to its customers."

Ohanian concludes, "Our CERTPOINT VLS suite is unlike any other. It is the only system on the market that brings together essential e-learning and administrative tools into a seamless and adaptable platform. Our vertical sector expertise and strategic approach allows our customers to sharpen their competitive edge by maximising and aligning their knowledge assets."

Honda Motor Europe has a Global licence to deliver CERTPOINT VLS training in 32 languages, covering a wide range of products across its three core lines of business: automobiles, motor cycles and power equipment, including engines for motor boats.

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### **About Honda**

Honda is the world's leading manufacturer of motorcycles and power products, and has grown to become a global leader in automobile manufacturing. In total, Honda achieved 23 million customers

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<sup>1</sup> Specific European countries include Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Russia, Slovakia, Spain, Sweden, Switzerland, Ukraine, and the United Kingdom.

globally in 2007. Guided by 'The Power of Dreams', Honda creates a wide range of products and technologies, including compact engines, scooters, sports cars and humanoid robots, as well as compact business jets and new forms of energy. Realising dreams in a broad range of business activities, Honda will continue to strive to be a company society wants to exist.

### **About CERTPOINT**

CERTPOINT provides an all-in-one software suite to manage talent, deliver knowledge and track business results. Global leaders like Toyota and Black & Decker use CERTPOINT's technology to arm their employees and partners with the knowledge they need to win and retain customers. CERTPOINT helps more people in more places easily gain knowledge faster with measurable business results. Founded in 1996, CERTPOINT is used by more than 1000 businesses in over 35 countries and languages to deliver knowledge beyond the organization deep into sales and service channels. Please visit [www.certpointsystems.com](http://www.certpointsystems.com).

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