

Elevating excellence with United Airlines' innovative learning solutions

CUSTOMER STORY 9 MIN READ



Employees
145,000

Customer Since
2014

North America

Large Enterprise

Products Used

Learning Solutions

Cornerstone Workforce AI™

Content

Challenge

Adapting to the rapid growth of nearly 20,000 new employees and ongoing complexities of the aviation industry, United Airlines faced the challenge of maintaining high training and compliance standards.

Solution

Cornerstone Learning Management, Learning Experience, Content, Performance and Compensation

Results

By integrating Cornerstone's solutions, United Airlines has significantly improved its training efficiency and employee proficiency, contributing to its goal of becoming the best-loved airline in aviation history.



United Airlines redefines excellence in aviation, elevating the passenger experience with every flight. As a global aviation leader, United is committed to delivering top-tier **learning experiences** for pilots, flight attendants, technicians, and airport service workers. This dedication to excellence in training is intricately woven into the company's fabric, driving every decision and action.

United Airlines' passion for fostering a culture of **continuous learning and development** aligns perfectly with Cornerstone's innovative approach to empowering workforces. Together, they have crafted a partnership that transforms training into a dynamic and engaging journey, elevating the capabilities of United's workforce and setting new standards in the aviation industry.

Cornerstone helps us keep our operation running by providing the necessary compliance and regulatory training. It allows us to efficiently roll out, provide and track over 5 million training activities and completions a year.

The visionaries behind United Airlines' learning transformation

At the heart of United Airlines' transformative learning strategy are four key visionaries who drive innovation and excellence in the company's training programs.

These leaders spearhead initiatives such as the Leadership Institute and the Digital Institute, addressing United's unique challenges. They leverage advanced technologies, like virtual reality and AI-driven learning, to create a cohesive and comprehensive training experience. Their efforts ensure that training is aligned with both current job requirements and future career growth, maintaining high standards of proficiency and compliance.

Together, these visionaries have forged a robust and dynamic learning environment at United Airlines. Their collaborative efforts and strategic use of Cornerstone's tools have paved the way for a future where continuous learning and innovation are at the forefront of United's success.

"Our goal at United is to provide best-in-class learning for all our different populations. Cornerstone helps us ensure that we meet these goals efficiently and effectively."

Maria Taylor, Chief Learning Officer, United Airlines

United Airlines recognized the need for a comprehensive training program to support its diverse workforce. With a rapidly growing team and a high volume of new hires, United faced several critical challenges:

- 1. Onboarding and training new hires:** United Airlines needed an efficient way to onboard and train nearly 20,000 new employees over the past two years, ensuring they were well-prepared for their roles from day one.
- 2. Reskilling the workforce:** As the aviation industry evolves, reskilling existing employees to keep up with new technologies and changing job requirements is essential.
- 3. Maintaining compliance:** A top priority was ensuring all employees, from pilots to airport operations staff, met stringent regulatory standards and **compliance requirements**.
- 4. Updating learning systems:** United required a modern and integrated **Learning Management System (LMS)** that could handle the diverse training needs of their workforce and replace outdated systems.

Chief Learning Officer **Maria Taylor** underscores the importance of these initiatives, stating, "Our goal at United is to provide best-in-class learning for all of our different populations. We needed a solution that could efficiently meet these goals and support our employees' development and compliance needs, and seamlessly integrate with our Performance and Compensation systems."

By addressing these challenges and incorporating Performance and Compensation considerations into their strategy, United Airlines aimed to enhance its training infrastructure, support **continuous learning**, and ensure operational excellence across the organization. This holistic approach demonstrates United's commitment to supporting every aspect of their employees' development journey, from skills acquisition to performance assessment and reward.



Why Cornerstone?

When United Airlines sought a partner to help address its training and development challenges, **Cornerstone** was the ideal choice. The integration of advanced technologies and the ability to manage a diverse, multilingual workforce made Cornerstone the perfect fit for United's needs.

Senior Manager of Global Learning and Talent Technology, **Laura Sweeney**, explains why Cornerstone was the best solution for United Airlines. "Cornerstone is more than a product. It's a partnership. We've had challenges where we've been able to reach out to the team, brainstorm solutions, and come up with the best outcomes."

Cornerstone offered several key advantages that aligned perfectly with United's requirements:

- 1. Advanced AI integration:** Using **AI in Cornerstone's platform** allowed United to streamline training processes and provide personalized learning experiences for employees.
- 2. Multilingual content management:** Cornerstone's ability to manage **content** in multiple languages ensured that United could deliver consistent training across its global workforce.
- 3. Comprehensive learning solutions:** The **Learning Management and Learning Experience platforms** provided by Cornerstone were essential in meeting the diverse training needs of United's employees, from onboarding new hires to reskilling existing staff.
- 4. Responsive support and collaboration:** The **partnership** aspect of working with Cornerstone meant that United could rely on responsive support and collaborative problem-solving to address any challenges.

This collaborative approach has been instrumental in helping United Airlines achieve its training and development goals, ensuring its workforce remains skilled, compliant, and ready to meet the demands of the aviation industry.



Implementing **Cornerstone's Learning Management and Learning Experience platforms** at United Airlines was a transformative process that significantly enhanced their training capabilities. United's commitment to leveraging cutting-edge technology was evident in their approach to deploying these solutions.

Senior Manager of Learning Strategy and Leadership Development, **Juliet Denckla**, details the implementation process and the impact of Cornerstone's support. "Cornerstone's ability to integrate the latest technologies and their support system have been critical in ensuring the success of our training programs."

One of the key projects during the implementation phase was the launch of the Leadership Institute. This initiative aimed to cultivate new leaders and equip them with the necessary skills to navigate the complexities of the aviation industry. The Leadership Institute utilized **Cornerstone's immersive learning technologies** and **AI-driven solutions** to provide a comprehensive and engaging learning experience.

The process of integrating Cornerstone's technology involved several critical steps:

- 1. Data synchronization:** Ensuring seamless synchronization of user data, transcript data, and **Cornerstone Content** between United's existing systems and Cornerstone's platforms.
- 2. Customized learning paths:** Developing tailored learning paths that address the specific needs of different organizational roles, from pilots to airport operations staff.
- 3. Virtual reality and AI integration:** Incorporating virtual reality simulations and **AI-driven personalized learning** modules to enhance the training experience and improve retention.

Cornerstone provided robust support and collaboration throughout the implementation, helping United overcome challenges and optimize its training processes. Maria emphasizes, "And with the learning experience platform, we've been able to launch a leadership institute (as well as a digital institute, and next we'll launch an HR institute and other professional institutes). This gives people ready access to training and learning to meet not only their current jobs but their future career goals."

The collaboration between United Airlines and Cornerstone has set the stage for a future where continuous learning and technological innovation drive operational excellence. The successful implementation of these solutions has enabled United to maintain high training and compliance standards, ensuring their workforce is well-prepared to meet the demands of the aviation industry.

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Laura Sweeney, Senior Manager of Global Learning and Talent Technology, United Airlines

Results

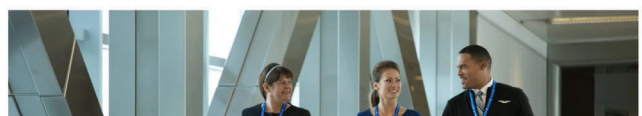
Implementing **Cornerstone's Holistic Learning and Compliance solutions** at United Airlines has been transformative. By streamlining training processes and integrating advanced technologies, United Airlines has redefined its approach to learning and development. The partnership with Cornerstone has yielded numerous benefits, leading to a more proficient and adaptable workforce.

Varsha Gumastha, Manager of Learning and Development, highlights the impact of Cornerstone's solutions. "The sheer volume of training we conduct is immense. Cornerstone's ability to pivot and maintain our training requirements is critical to our operations."

Key results from the implementation include:

- 1. Increased training efficiency:**
 - United Airlines can now efficiently manage and deliver training to a vast workforce, including nearly 20,000 new hires over the past two years. The streamlined processes have significantly reduced the time required for onboarding and continuous training.
- 2. Enhanced compliance and certification:**
 - The robust **Learning platform** has ensured that all employees, from pilots to airport operations staff, meet stringent regulatory standards and compliance requirements. This has been crucial in maintaining safety and operational excellence.
- 3. Personalized learning experiences:**
 - By integrating **AI-driven solutions** and immersive technologies, United Airlines has been able to provide personalized learning experiences tailored to the specific needs of its employees. This has improved engagement and knowledge retention.
- 4. Effective leadership development:**
 - The Leadership Institute, supported by Cornerstone's platforms, has successfully cultivated new leaders within the organization. The program equips them with the necessary skills to navigate the complexities of the aviation industry.
- 5. Scalable training solutions:**
 - Cornerstone's ability to handle the extensive training volume and provide scalable solutions has supported United's growth. The system's flexibility allows for continuous updates and integration of new technologies.

With Cornerstone as a strategic partner, United Airlines has not only addressed its immediate training challenges but also established a foundation for continuous improvement and innovation. The collaboration ensures that United is always ready to meet future challenges, maintaining its position as a leader in the aviation industry.



Conclusion

United Airlines' story is one of relentless innovation and forward-thinking. From overcoming the challenges of rapid workforce growth, maintaining stringent proficiency standards, and harnessing the power of advanced technologies, United Airlines sets the benchmark in aviation training.

The successful implementation of **Cornerstone's Holistic Learning and Compliance platforms** has been pivotal in this journey. With a comprehensive and scalable training infrastructure now in place, United Airlines is well-equipped to meet the evolving needs of its diverse workforce.

As **Varsha** highlights, "The most important thing that I'm really proud of is the fact that we can live our core values and not let go of them."

As United Airlines continues to soar to new heights, its partnership with Cornerstone ensures it remains at the forefront of the aviation industry, always ready for the next challenge. With a robust training program and a commitment to continuous learning, United Airlines is flying high and leading the way in aviation excellence.

In this dynamic and fast-paced industry, United Airlines and Cornerstone exemplify what it means to reach for the skies while keeping their feet firmly on the ground. Ready to tackle any turbulence that comes their way, United Airlines is poised for a future filled with endless possibilities and continued success.