



CUSTOMER STORY | MANUFACTURING

How SELEE Corporation Scaled Manufacturing Training Across a Bilingual Workforce with DigitalChalk

Hendersonville, NC | Advanced Manufacturing | 201-500 Employees

Numbers at a Glance

7	2	1	4
New Technical Learning Pathways Created	Bilingual Training Delivered in English & Spanish	System for Employee and Global Client Training	Launched in four months

THE CHALLENGE

Internal Knowledge Stops Scaling. Training Goes Online.

When Sally Hundley joined SELEE Corporation, the world's leading manufacturer of ceramic foam filters for molten metals in Hendersonville, NC, she became the company's first-ever Training Manager. SELEE's long-tenured bilingual workforce had always learned by watching. Expertise was passed from person to person. For decades, that worked. Then it stopped being enough. What SELEE needed was a manufacturing LMS that could reach every worker, in any language, on any device, without disrupting the production line.

Sally needed to get information to every worker quickly and consistently, in ways that crossed language barriers. Training had to work on a mobile phone, replace long written SOPs with something a bilingual production floor could actually understand, and it absolutely could not stop the line in order to happen.

"We built training that reaches every person on the floor. Production workers access it on their phones, on their own time, without stopping the line."

Sally Hundley, Training Manager, SELEE Corporation

THE SOLUTION

One Platform That Reaches Every Worker, Every Way They Work

Sally evaluated 10 LMS platforms before choosing DigitalChalk. Her non-negotiables: mobile delivery, large video file support, fast SCORM uploads, and a customer service team that felt like an extension of her own. She was a department of one. She needed a partner, not a vendor. DigitalChalk won on all four criteria.

She replaced lengthy written SOPs with visual, video-based training that production-floor workers access on their phones during breaks, without stopping the line. Content versioning in DigitalChalk lets her update OSHA safety training once and push that change everywhere instantly. Custom user fields let her track skill blocks by department so managers see their team's full competency picture before evaluations. That investment in safety training pays for itself. According to [OSHA](#), organizations that invest in structured safety programs return \$4 to \$6 for every \$1 spent through fewer accidents, lower insurance costs, and improved productivity.

Then Sally built seven formal learning pathways for production technicians who want to grow technically rather than move into management. The pathways cover industrial fabrication, Six Sigma yellow and green belt, combustion science, welding, and more. Each combines internal courses with accredited external programs, all tracked in DigitalChalk so every manager has a single, complete view of their team's capabilities.

"I update safety content once and it changes everywhere instantly. My trainers get the current version the same day, not a week later."

Sally Hundley, Training Manager, SELEE Corporation

THE RESULTS

What Results Does SELEE Achieve with DigitalChalk?

- ✓ 7 technical learning pathways launched. The first formal career development track for production technicians in SELEE's history.
- ✓ Bilingual training equity achieved. Visual, video-based content reaches every worker regardless of language, device, or where they work on the floor.
- ✓ Internal training expands to customer training. Launched in 4 months. SELEE started with employee training and now trains customers and global sales managers through DigitalChalk on one login, accessible from anywhere in the world.

Two and a half years in, Sally runs training for an entire manufacturing operation by herself, with no content team. She describes DigitalChalk as one of three vendors she trusts unconditionally, and the only LMS she has ever recommended without hesitation. End users almost never need support. The only requests she handles are occasional password resets. The LMS is easy to use and stays out of the way so workers can focus on the content.

"People flock to training now. They seek out new courses. They ask me what they can take next. That culture did not exist before we started using DigitalChalk."

Sally Hundley, Training Manager, SELEE Corporation

What would it take to build a learning culture in your operation? Let's explore that together. [Request a demo](#) to learn more.