

CASE STUDY

How Teams Behind Manage Employee Training Across 600+ Staff with *Trainual*



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How Teams Behind the Phoenix Suns & Mercury Manage Training Across 600+ Staff with Trainual



Industry: Professional Sports Management

Company Size: 600+

HQ: Phoenix, AZ

💪 The Challenge

Before Trainual: The Phoenix Suns & Mercury managed operations and training like most other scaling companies: through scattered docs and info living in their top people's brains. As the two teams grew, so did other departments, from the restaurant crew to trainers. Consistency and alignment mattered more than ever, and the organization needed a way to keep everyone on the same page—on and off the court.

💡 The Solution

Here's how Trainual solved their dilemma:

- **Standardized & centralized operations:** Trainual brought the teams' core principles and processes into one unified system—so everyone, from sales to security, works from the same playbook.
- **Dynamic learning:** Interactive quizzes, videos, and modules keep training fresh. Department leads update content so every lesson stays current—turning onboarding into an ongoing team habit.
- **Built-in tracking & accountability:** Managers now had a way to track training completion and comprehension—ensuring everyone stays aligned and ready for game day.

🔍 Favorite feature

"We had **100% completion rates** on [our training] module, and now you walk around here and hear people reciting them. **There's a direct correlation between what they did in Trainual and what they know and live today.**"

– Greg Economou, Managing Director of New Business Ventures

Before 📁	After ✨
Scattered training living only in docs, drives, or in employees' heads	Centralized, searchable training hub for all company knowledge
No trackable training for new hires	80% of staff completed core training in first week
No visibility into who completed or understood training	Built-in tracking and quizzes show completion and comprehension—with 98% of staff trained
Word-of-mouth, stale training	Gamified, interactive learning with videos, quizzes, and department-led updates
Limited alignment between teams and departments	Shared principles and values foster a unified, scalable culture organization-wide

"Having a platform like Trainual builds alignment almost inherently. Everyone, no matter their department, learns the same vision, principles, and values. **That kind of alignment multiplies scalability.**"

– Greg Economou

★ The Takeaway

Today: With hundreds of employees across two pro teams, the Phoenix Suns & Mercury now run every part of their business operations through Trainual with faster onboarding, consistent operations, and a culture of accountability. We think they said it best:

"If you want to build something premium, every detail matters. **You can't deliver championship-level experiences with outdated systems and guesswork.**" – Greg Economou

Trainual

The all-in-one employee training software.

See how Trainual helps all-star teams run 2x faster.