Shaping the Future of Heat-Treating

How MTI launched 8 certificate programs and boosted revenue by 13% with TopClass

OVERVIEW

The Metal Treating Institute (MTI) represents over 350 member companies and 15,000 professionals in the heat-treating industry. MTI provides technical training, workforce development, executive education, and more.

Its members serve sectors including aerospace, automotive, medical, and agriculture, where heat treatment is critical to product strength and safety.

PROBLEM

MTI's previous LMS could not support its company-based subscription model or automate user enrollment, forcing staff to manage accounts manually. The platform lacked functionality for assigning company administrators, bundling courses into certificate programs, and streamlining onboarding.

As MTI expanded its course library, the system became inefficient and difficult to scale. Staff struggled to deliver the experience members expected, and limitations in usability and automation slowed growth.

AT A GLANCE

INDUSTRY
Professional/Trade Association

SOLUTION
TopClass

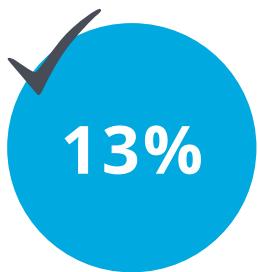**MEMBER SIZE**
15,000+ Individual Members
350+ Company Members

WEBSITE
heattreat.net

> ❝ *There was literally nobody out there that could do what TopClass did...it fit exactly how we wanted it to work and it's really been a game changer.* ❞
>
> - CEO of MTI

THE IMPACT

13%

Increase in Online Training Revenue in One Year

Saved 100s of Hours of Administrative Time

Expanded Training Catalogue to 8 Certificates and 60+ Programs

SOLUTION

MTI implemented TopClass to support its company subscription model and automate training delivery. MTI consolidated over 60 courses and 8 certificate programs into a single platform and used TopClass to automate onboarding, deliver video content, and issue certificates. Staff now manage the entire training operation with just half of one employee's time per week. The platform's ease of use and administrative tools improved both internal efficiency and the member experience, contributing to a 13% increase in online training revenue without expanding staff.

✓ **Automated** company-wide user enrollment to eliminate manual setup and reduce staff workload.

✓ **Delivered** self-service access to certificates, progress tracking, and training reports.

✓ **Streamlined** onboarding by bundling required training into a structured new employee program.

✓ **Enhanced** member satisfaction by offering a platform that is easier to use and manage.

> " *TopClass' automations mean it only takes a part time employee to manage our entire online training process for all of our members around the world.* "
>
> - CEO of MTI

TOPCLASS

www.topclasslms.com