

How LKQ Reduced Video Training Production Costs by 80% with Elai



LKQ Europe, a leading automotive distributor with over 26,000 employees, leverages Elai, Panopto's AI video creation studio, to streamline the creation of training and marketing video content, enabling faster, more cost-effective, and multilingual learning experiences for their customers through LKQ Academy.

About LKQ Europe:

LKQ Europe is a leading distributor of automotive parts and services, committed to continuous learning, operational efficiency, and delivering high-quality training and marketing content to customers.

The Challenge: Scaling video creation across Europe

Delivering consistent, engaging training and marketing content to customers across multiple regions was a major challenge for LKQ Europe. With operations spanning multiple countries and a workforce of over 26,000 employees supporting that effort, the team faced logistical hurdles, high production spend, and limited internal resources. Existing solutions were either too costly, or required significant outsourcing, slowing down content creation and updates.

Additionally, producing content in multiple languages to meet the needs of customers in different regions was complex and time-consuming, creating bottlenecks for training deployment and marketing campaigns. LKQ Europe

SUCCESS STORY STATS

10+

Languages for multilingual video training creation

80%

Reduction in video production costs

STORY SUMMARY

Customer

LKQ Europe

Size

26,000 employees

Department

LKQ Academy and European Marketing Team

Use Case

Customer Training & Marketing Videos

needed a solution to streamline production, improve efficiency, and deliver high-quality multilingual content at scale.

“LKQ can produce training videos across Europe using Elai and deliver them via LKQ Academy, our learning management system. The ability to create content directly from PowerPoint presentations is a big advantage.”

The Solution: Finding the right tool

LKQ turned to Elai to simplify video creation, centralize workflows, and support multilingual content across Europe. Elai stood out for its ease of use, addressing both the operational need to streamline production and the strategic goal of scaling multilingual training content for customers across Europe.

LKQ chose Elai to turn static content into scalable, on-demand video learning—accelerating knowledge transfer to customers, improving consistency across regions, and reducing the time and cost of content production.

With Elai, LKQ Europe can centralize video creation, maintaining full ownership of the finished materials without outsourcing. The platform enables rapid updates, ensuring content remains accurate and current without additional production costs.

The Results

With Elai, LKQ has published training content through LKQ Academy that customers have actively booked and completed, achieving significant cost savings. According to the team at LKQ, Elai has reduced video production spend by more than 80%, while enabling the team to focus more on customer engagement.

LKQ has also experienced significant time savings, particularly when it comes to video translations, where the process is significantly faster than before. Elai’s broad language catalogue and auto-translation capabilities reduce the need for extensive manual translation, making multilingual video production more efficient.

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The Future

Looking ahead, LKQ Europe is already planning to expand the use of Elai across additional departments, increasing course offerings for customers, extending multilingual capabilities, and enhancing learner experiences. New resources will allow the team to unlock the platform's full potential, further accelerating content delivery and engagement.

"The platform supports rapid content development, robust SCORM compatibility, PowerPoint integration, and scalable multilingual capabilities, with ongoing improvements reinforcing our confidence in the partnership."



**Ready to see how Elai can streamline
your video creation and training?**

[Talk to Our Team](#)

Learn more at panopto.com