

GMWN at the Forefront of Training

e-Learning provides on-going training and support at Greater Manchester Weekly Newspaper Group

The Greater Manchester Weekly Newspaper Group produces 20 Titles both paid for and free weekly distributed papers reaching 1.1 million readers per week as far as Macclesfield in the South to Accrington in the North. There are two major call centres, one based in Rochdale and one based in Stockport with ten outside branches spread throughout the area.

One of the challenges that GMWN have to meet is the on-going training and support for all existing staff and new staff at all sites as well continually update and maintain all the systems required to run the organisation.

The Challenge

The advertising department at each site runs a bespoke advertising system for recording contact and ad booking details. All new staff require training on this system before they can effectively start their new job. The training needs to be tailored to the individuals needs and relevant to the section they will be working on.

Existing staff also require on-going support for the advertising system. If an individual moves to a new section they require some re-training and there are also many tasks that may not be carried out on a regular basis that users will forget how to do.

The Solution

After analysing their current training material Headline recommended that this was re-authored as an e-Learning suite of modules which would then run on the GMWN intranet.

The e-Learning broadly consists of:

- Instructions on using the e-Learning
- Creating and Editing customer records
- Agency and Client bookings

- Booking lineage and display ads
- Packages and up-selling
- Amending and Stopping ads
- Manual Pricing
- Added Extras - including sending letters, using the scrutiny queue and running reports
- Knowledge Tests

Each e-Learning Section contains individual modules tailored to each Newspaper Sections' requirements. These modules comprise of a video simulation of the ad booking system with audio narration guiding the user through the specific process.

At the end of each section a short Quiz is available to enable users to test their knowledge on that section. The results of the Quiz are displayed on screen to the user on completion.

The Knowledge Tests section consists of 4 separate tests, one for each of the main sections. The tests comprise a set of multiple-choice questions plus some hands-ons practical tasks that the users must complete on the training system. On completion of the test the results are submitted to a database, where they can be reported on by the trainer, team managers and support staff.

Success

The e-Learning is an additional resource that can be used as an accompaniment to instructor-led training and with the added flexibility that users can cherry pick which modules they wish to refresh upon and any time.

Greater Manchester

WEEKLY NEWSPAPER GROUP

CASE STUDY 10

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