

Defining Strategy, Developing Content, Delivering Solutions

Headline Delivers e-Learning Solutions For Leading Telecommunications Company

In September 2001, Headline were tasked with providing an on-line training solution for an in-house proprietary PRM system. PRM is an acronym for 'Partner Relationship Management' - a system similar to CRM whereby all aspects of the relationship between a company and its partners are managed. This covers everything from the initial partner application through to training & certification, lead generation and much more.

Our Recommendation

We proposed an easy-to-use browser-based e-Learning solution designed around video-based instructional modules. From concept to delivery, we had 4 weeks to complete this work.

The Delivery

The PRM system had been considerably customised for the client's needs, so before any development work could take place, we first had to learn the application as well as understand and make sense of internal business processes. Training modules took the form of recording video to explain point-and-click functionality. Sound was then overlaid on the video to enable explanations and analogies to be made to the user. The modules were driven via a web-based front-end system developed using a combination of Flash, Frontpage and Fireworks.

The modules were rolled out consecutively to over 150 in-house users via the company intranet and over 50 partner users via CD ROM in the space of 24 hours. Delegates could access the

"Training is easy to use and the information is presented in a logical way that is both informative and interesting. I

prefer e-Learning to more traditional approaches because of the flexibility it offers me"

Services Sales Representative

training modules from their desks, from home or whilst travelling at times to suit them. We were able to combat both geographical and time zone issues with this style of training.

To ensure all the delegates felt confident with the information they had learnt, tailored tutor lead workshops were arranged to compliment the e-Learning program. These were arranged at various locations and the attendance levels were extremely low. This gave an indication of how successful the first implementation of tailored e-Learning had been.

Follow-up

Since the initial roll-out, the product has been under constant development and Headline have completed several new e-Learning phases. From the client's perspective, this mechanism for training delivery is cost-effective and efficient. Since training is modular, each module generally lasting no more than 3 minutes, trainees have the freedom to undertake the training at their convenience. Training effectiveness is monitored via integration with their in-house Learning Management System. The feedback from the users has been extremely positive.

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