



National Training Awards
2007

E-learning delivers big rewards

A Merseyside financial services company has made massive savings on its staff training budget by adopting new e-learning methods.

Everyday Financial Solutions, of Netherton, which offers financial services to customers of Littlewoods Shop Direct home shopping brand, formed a partnership with Atlantic Link, of Nottingham, to create the new training system which has now been short-listed for a National Training Award.

EFS has more than 1,500 staff on three sites – its Aintree head office, Bolton and Sunderland – and wanted to create and maintain e-learning that would be consistent across the business. Atlantic Link had worked for more than 60 blue chip companies when it joined EFS in 2005.

“Our existing classroom training methods were cumbersome, time-consuming and ineffective in promoting change,” said EFS Head of Learning and Development Debbie Williams. “E-learning offered a solution that would also enable training in external companies’ processes and systems within the existing infrastructure.”

The initial task was to train 21 members of EFS’s Learning and Development team how to use Atlantic Link’s toolkit to create e-learning programmes and to train with them.

In most cases, their only previous knowledge and experience was of traditional classroom training, and some were concerned about the introduction of e-learning. All took part in a two-day course familiarizing themselves with Atlantic Link products and techniques.

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“The team began to challenge the way they traditionally delivered courses and they changed their approach to make greater use of e-learning,” said Ms Williams. “They realized the degree of flexibility that e-learning could bring to EFS training.

“They can now train staff at any time of the day or night, and they can use the system to provide refresher training when projects have been delayed.”

New starter induction is now delivered by e-learning, ensuring consistency across all three of the company’s sites, and trainers can monitor who has completed programmes and who needs further support and coaching.

Trainers are successfully using the e-learning tool to develop, deliver and evaluate training,” said Ms Williams. “We estimate that it has saved the company over £125,000 in training costs.

“It is an approach to training that maximizes new learning methods and suits the culture of the business. Our training strategies are more flexible as we have many different approaches to learning.

“Despite their initial fears, trainers have embraced e-learning and can really see the benefits it offers.”

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