



### Case Study: Oskar

*E-learning implementation allowed Oskar, which is the trademark of Cesky Mobil a.s., to train more employees more intensively with the same budget. Oskar's employees can benefit from an interesting, interactive way of self-learning. Oskar has proved again that this company belongs to progressive innovators and employers always offering the best to their employees.*

### Characteristics of the Customer

Oskar is the youngest cell phone operator in the Czech Republic. As one of the fastest growing operators in Europe became very successful, when in a period shorter than one year has built a network comparable with the networks of the competitors and offered competitive services for lower prices. Nowadays Oskar covers 98.4% of the population. Majority of their 1,438,000 customers are individuals. However, Oskar fully focuses on businesses as well. The main goal is to offer the cheapest services in the Czech market adjusted to the customers' needs perfectly. Except business achievements Oskar has been awarded a number of prestigious awards as several nominations to The Best Mobile Operator (WCA) or chosen as one of the most admired companies in the Czech Republic (CZECH TOP 100).

### Learning Needs

To be able to survive in the world of hard competition of cell phone operators it is necessary to attract the best employees and deepen their knowledge and skills continually through courses and training. The evidence of Oskar's serious approach to this issue is the fact that Oskar has been placed on the list of top 100 world employers of IT experts published by Computer World magazine. Even before e-learning implementation, Oskar had been offering a complex learning program to their 1,500 employees. The program included technical training, PC skills or language courses. However, growing learning needs in standard methods required more and more financial means from the budget. Oskar as one of the progressive innovators made the decision to

implement e-learning to the company training model.

### Pilot Project

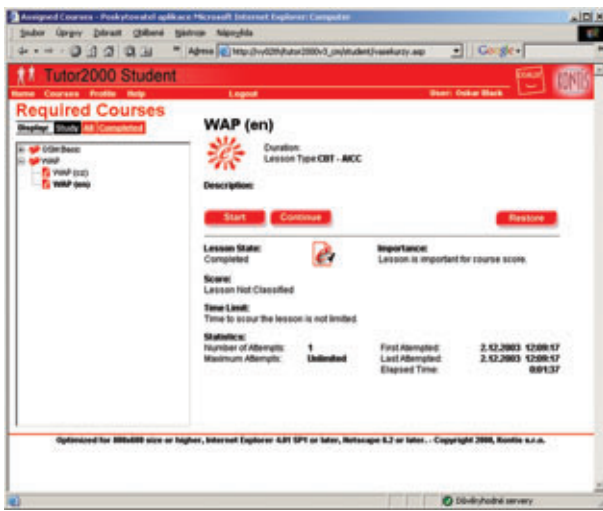
At the end of 2002, Oskar faced the annual challenge to communicate the company strategy for the upcoming year to all the employees. This is a very difficult issue, because the principles of the new strategy have to be kept secret until they are published and right after the publishing, it is necessary to deliver detailed information to all employees quickly. The strategy has to be adjusted individually for different workgroups as well. Everybody has to understand his/her place in the framework of the team and to be acquainted with his/her assignments and goals in detail. The whole issue has to be communicated in an interesting and attractive way, so that all employees would accept the terms and conditions of the new strategy as their own ones. Oskar made the decision to reach this goal through e-learning and verify the capabilities of this learning method in their own environment as well. Kontis won the tender on the e-learning vendor and was about to meet this premier learning goal. After being acquainted with the strategy, an e-learning program was created. The program combined videos of the top leaders of the company, multimedia presentation of the contents and an interactive exercise. To maintain the personal contact individual managers then used this program and informed the groups of employees about the strategy. Through interactive exercises, they got interesting feedbacks of groups and individuals, which have been analyzed in the LMS at the end. Within a few weeks, it was



possible to accomplish this difficult task. The employees have accepted the method and the management obtained interesting and useful data on the employees' opinions.

## E-learning Solution

Within Oskar, Kontis has implemented the Tutor2000 management system for management and evaluation of the learning process.



A part of the implementation was the interconnection of the management system with the existing systems of personal data maintenance in Oskar, which serve for the transmission of data on the organization and employees. Tutor2000 has been fully "oskarized", which means that all interfaces have been modified in accordance with the graphic designs used in Oskar and the system interfaces have been fully integrated to the Oskar's intranet. Kontis realized a number of customer adjustments of the system at the same time. Oskar is known for their excellent marketing towards the customers. However, they did not neglect the e-learning solution marketing towards their own employees. All employees were acquainted with the new learning method in detail. Information materials, training courses and promotion articles helped the employees to understand the benefits of the new learning method and its impacts on the individual employees. For creating courses, Oskar chose the Toolbok II Instructor tools, to which Kontis provided the pre-prepared environments for easy course creation. The LMS

Tutor 2000 as well as the development tools meet all the e-learning standards. Therefore, Oskar together with Kontis, third parties or by themselves create a number of different courses. Oskar is capable to use finished courses provided by different vendors meeting the AICC or SCORM standards as well.

## Solution Benefits

The key benefit of the e-learning implementation within Oskar is that with the same budget it is possible to reach a larger number of employees and train them more intensively. E-learning at Oskar offers an interesting and interactive way of self-learning and building the long-term professional carrier. Finally yet importantly – Oskar has proved again that this company belongs to progressive innovators and employers always offering the best to their employees.



## Reference

*Vision of the Oskar's HR department is to do things better, faster and more effective. Through e-learning provided by Kontis we can offer better and more comfortable way of training to our employees. We are able to provide them with training, which they need for improvement of their skills and expertise. We obtain feedbacks enabling us to respond to their needs flexibly and offer up-to-date training. Using the same funds, we are able to offer a wider range of courses to a larger number of our employees.*

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