



Case Study: CZECH INSURANCE COMPANY (CP)

Thanks to eLearning Czech Insurance Company (CP) has shortened significantly the training time of employees in new products. The administration related to the organization of the courses has been eliminated considerably. There were financial and time savings achieved including the opening investments related to the eLearning implementation.

Speeding the product training process brought competition advantages to the CP on the dynamic insurance market. CP presented itself as an progressive innovator, which is able to keep the high level of its services continually.

Customer Characteristic

CP is an universal insurance company offering a wide range of life or other insurances in its 700 sales points. It maintains the top position in the Czech market and is also the financially strongest of the Czech insurance companies. It provides services to individuals, small and big companies. The primary goal is to keep the leading position and increase the profit.

Situation, Training Needs

To reach its goals specified in the company characteristic CP focuses on increasing of the productivity of its business network, making the inner processes more effective and the client services more sound. This all requires quality human resource management.

Before eLearning implementation CP operated an integral employee training solution of all lays including full record in central information system.

Changes of the insurance market were bringing a large number of new products and services, and the regular courses were not able to provide up to date training. CP therefore decided to use eLearning to solve these problems.

Pilot Project eLearning

IT structure, computer literacy of the employees and information systems were in the CP on a relatively high level before eLearning implementation. In the pilot project it was possible to fully concentrate on:

- Definition of pilot electronic courses and their verification

- Cohesion of eLearning systems with other CP information systems
- Creating means for eLearning development in the future

Project has been launched January 1, 2001 and the first period ended with the year 2001. Fifteen electronic courses were chosen with a wide content spectrum to test the electronic training form in different areas. Product and also skill and lan-



guage courses, IT or new employee preparation courses had been created. Each course required specific approach and the CP project team made many valuable experiences. In the selective survey on eLearning implementation in the CP Kontis company has been selected to provide technologies and process courses. Their products, Tutor2000 management system and the development course tool ToolBook II Instructor have met all the specified criteria. In the pilot project the management system had been fully integrated with the SAP R/3 system and with other systems



e.g. with the internal regulation database. Kontis company also provided a tool kit environment based on ToolBook II, which contains a number of pre-prepared objects and graphics for the product course development. The CP employees they have passed through this product training can easily develop courses by themselves or modify product courses supplied by Kontis company including source codes. Three CP employees including the project manager and ten member team of Kontis developers, graphic designers and managers participated in the pilot project realization. Hence the pilot project has been successfully concluded in September 2001 and the regular running could be started.



Regular Running, Achievements, Future

Regular running has been started by the new employee course launch, which fully substituted the presence course. Since that time CP started monitoring the pay off of individual eLearning courses - costs and savings, number of runnings, number of participants... Electronic training launch significantly shortened the course development time and their regular running put on. Possible information updates are being processed in real time. In cases the regular course has been fully substituted by the electronic version, the administration related to the course organization and operation has been eliminated. All agenda of the course,

student applications, invitations, final result sheets are being processed automatically. Financial savings are most evident in travel and accommodation cost reduction and also in reduced costs related to training tools, manuals etc. The total time saving regards personal expenses (wage compensations etc.) Nowadays the system is in full service and the attention is being paid to the content - to the electronic courses. All company products are to be processed in electronic form. The course target group will include all the CP employees, especially sales representatives and insurance consultants. In co-operation with Kontis, the CP extends the system capabilities. E.g. the Kontis company Tester2000 system developed for massive automated testing has been created in co-operation with CP. This system has been firstly launched there. Further additional reporting tools are being developed. Kontis provides continual services they allow a fluent development and survival of the whole project.

Czech Insurance Company Project Manager Statement

Czech Insurance Company understands the electronic training system of our employees mainly as a competition advantage, which enables us to keep the high standard of client services continually. In combination with regular way of training we have created a very effective system, which can be evolved in the future without almost any limitations.

As the most prominent eLearning technology supplier for the CP, with their products and services Kontis company contributed to the fast and reliable solution.

Mgr. Jan Drabek, CP Training Section

