



“ *Vision of Oskar’s HR department is to do things better, faster, and more efficiently.*

*With the e-learning delivered by Kontis, we can provide our employees with the education they need for their jobs and further development more effectively; detect, process, and respond to their needs and feedback faster; and deliver training more efficiently so that with the same resources, we can offer a broader range of courses to more employees.*

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Lucie Machálková, ČESKÝ MOBIL a.s.



## Customer profile

Vodafone Czech Republic (formerly Oskar) is a leading mobile operator on the Czech market, building on the successful history of the Oskar brand—an innovative and fast-growing operator that entered the market in 2000 and, within a few years, gained millions of customers thanks to its progressive approach, customer focus, and attractive tariffs. In 2005, Oskar became part of the global Vodafone Group, subsequently underwent a rebranding, and today, under the Vodafone name, provides comprehensive mobile and data services for both individual and business customers across the Czech Republic. The company is known for its emphasis on innovation, digital transformation, and high quality of care for both employees and customers.

## About this case study

This case study describes the implementation of e-learning and the LMS iTutor at Oskar (now Vodafone Czech Republic). The solution was successfully deployed during the Oskar era and continued to be developed and utilized after the acquisition and rebranding under Vodafone.

## Learning needs

To succeed in the highly competitive environment of mobile operators, it is necessary to attract the best employees and continuously deepen their knowledge and broaden their skills through an extensive range of training programs. The seriousness with which Oskar approached this challenge is evidenced by its inclusion among the world's top 100 employers of IT professionals in the list published by the American magazine Computer World. Even before the introduction of e-learning, Oskar offered its more than 1,500 employees a comprehensive program of training, technical courses, computer skills, and language classes. The ever-growing educational needs, however, caused increasing budget demands if conventional methods were retained. As one of the most advanced companies and a progressive innovator, Oskar decided to introduce e-learning into its training model.

## Pilot project

At the end of 2002, Oskar faced the annual challenge of communicating its strategy for the following year to all employees. This is a very demanding task, as new strategy principles are strictly confidential until released, and afterwards, it is necessary to communicate them quickly and clearly to all staff. The strategy is also



individually adjusted for different job groups so everyone understands their place within the whole and is well aware of their tasks and targets. To achieve this, all topics must be presented in an engaging and compelling manner so that staff truly embrace the principles and goals of the new strategy. Oskar decided to meet this challenge using e-learning, while also verifying how well this educational approach would work in its environment. Kontis won the tender to deliver the e-learning solution and was tasked with meeting this first educational goal. For strategy introduction, a special e-learning program was created combining video recordings from the company's top management, multimedia presentation of content, and interactive exercises. To maintain personal contact, managers then introduced the strategy to their teams in group sessions using this program. Through interactive exercises, they also gathered valuable feedback from both groups and individuals, which was subsequently analyzed in the LMS.

## E-learning

Kontis implemented the Tutor2000 learning management system at Oskar for managing and evaluating training. The implementation also included integration with Oskar's existing HR systems for transferring organization and employee data. Tutor2000 was fully "Oskarized," meaning all interfaces were redesigned according to Oskar's graphic principles and fully integrated into the intranet. Kontis also developed several custom modifications for Oskar. Being renowned for its marketing focus, Oskar devoted substantial effort to internally marketing the e-learning initiative to its employees. All staff members were thoroughly introduced to this new learning method. Through explanatory materials, training courses, and even branded promotional items, every employee was able to understand both the benefits of the new method and its impact on their learning. For course development, Oskar chose the ToolBook II Instructor authoring tools, for which Kontis provided templates and environments for easy in-house course creation. Thanks to Tutor2000 and the authoring tools, which comply with e-learning standards and norms, Oskar can now, in cooperation with Kontis, internally, or with third parties, produce a variety of courses. Oskar can also acquire ready-made courses from any supplier meeting AICC or SCORM standards.

## Solution benefits

The main benefit of implementing e-learning at Oskar is the fact that, while maintaining the same training budget, the company managed to reach a larger group of employees and train them more intensively. E-learning at Oskar offers employees an interesting and interactive way of self-improvement and building a long-term professional career. Not least, Oskar has once again proven itself as a progressive innovator and a leading employer that provides its people with the very best.



## Summary

With the introduction of e-learning, Oskar – the brand of Český Mobil a.s. – managed to educate a larger number of employees and to train them more intensively, all while maintaining the same training budget. Oskar employees have gained an interesting and interactive method for self-education, and Oskar has again demonstrated its position as a progressive innovator and top employer always offering its staff the best. Within just a few weeks, this challenging project was completed, the method was embraced by employees, and – unlike in previous years – management gained valuable, actionable insights into employee opinions.