

CASE STUDY

> *iTutor LMS facilitated that we were able to implement effective e-learning that is a great support for personal training.*

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Company Profile

Orange is an optimistic, human brand that believes that the future can still be better today. The Orange brand was founded in 1994, when it entered the market of Great Britain as the last company of the four operators. Thanks to the constant technological innovations and clear communication towards its customers, Orange has built a successful market position in Great Britain as the fastest growing mobile company and could start its international expansion.

Currently Orange group has more than 269 million customers in 29 countries and is the world's leading telecommunications operator.

Orange Slovakia is the largest mobile operator in the Slovak Republic with almost 3 million customers and 40% market share, where the company has been operating for more than 20 years and has built a stable position as the leader. It provides both mobile and fixed network, optical internet connection, digital and satellite television.

Introduction

Orange Slovakia has its own Customer Service Division and of course an extensive network of owned and branded outlets across Slovakia.

Orange Development Centre coaches had a difficult task in the past which was due to the fact that all the trainings were conceived as personal (full-time), and it was necessary to schedule them for a large number of employees on the territory of Slovakia, which entails enormous time and financial burden. It was not possible to rely on a truly effective help in the form of a quality educational portal, thus transferring part of the training to e-learning. Although some educational materials did exist, their concept and repository were not uniform - they could be found in a number of cumbersome knowledge-based systems: Wiki, iKibic and also on the Web of the seller. Because of that, the tracing of relevant learning materials alone was a challenging task.

The registry of the scheduled and completed training courses was then kept in simple Excel and Access tables.

To help the dealers and operators of the Customer line provide superb advice, they must not only be adequately trained, but their knowledge has to be examined regularly. Unfortunately, even the testing area was complicated and inconvenient. There were two separate EXAM Intranet applications (for Customer Service operators) and Tests for dealers in the sales network. Both applications provided only basic functionalities and test setups, without the ability to display an incorrect reply of the student.

Orange Slovakia therefore in the zero years searched for a robust solution that would provide all the necessary functionalities within a single portal - from effective planning and organising full-time training courses, building a clear unified platform, all the way to e-learning.

Customer requirements

The basic requirements of Orange Slovakia for a new LMS system can be summarised into two areas:

1

Comprehensive user registry

The first of the fundamental requirements for a new LMS system was to enable automatic registration and classification of Orange Slovakia employees (and employees of the sales network contractors) into a tree structure on the basis of prescribed rules.

2

New possibilities for targeted education

Another major goal was, of course, the introduction of a uniform educational system, which merges the existing fragmented processes in the training, testing and reporting of results in Orange Slovakia, and allows:

- implementing education through e-learning in order to streamline and intensify personal training courses
- creating a uniform clearly structured central repository of on-line educational materials that can be accessed anywhere and anytime
- creating and assigning specific e-learning training courses for various departments and their employees (Customer Services Division operators, dealers) according to their focus and needs
- creating comprehensive tests tailored to different groups of employees
- easy access to detailed overviews of study results, including comprehensive test result statistics
- significant savings of funds spent on staff training

iTutor LMS has offered everything that was needed

iTutor LMS by Pontiffs s.r.o. is a modular system, and so its configuration can be selected exactly to fit the customer requirements. With any growing demands on the system functionality, the configuration can be easily extended at any time.

To meet the requirements of Orange Slovakia, the basic *LMS iTutor* configuration was extended with *iTutor Tester* modules.

iTutor LMS took charge of the employee registry

The basic features iTutor LMS include its compatibility with various data sources. In Orange they could leave updates of the user structure to LMS iTutor, which synchronises it automatically with Active Directory. SSO (single sign-on) support within the Orange Windows domain is a matter of course.

All users are registered in a clear tree structure, where they can be assigned to any number of separate branches that correspond to different criteria. Automatic bridge then primarily distributes users by departments, that is, operators of the Customer Services Division and retail network dealers. Those are then further broken down by region, outlet, etc. Each region also contains a subgroup which contains all shop managers in the region. Such division allows convenient allocation of training to users just by the needs of particular groups of workers.

More efficient, more intense and cheaper training through e-learning with iTutor LMS

The aim of introducing *iTutor LMS* was to bring a new perspective on education in its entirety. Personal training with internal Training Centre coaches continues to remain an important form of education, but the introduction of high-quality e-learning enabled replacing a significant portion of training with this modern form.

E-learning has found its application mainly in blended learning - training of Customer Service Division and distribution network staff in the training of new services, products, applications and repeating the existing ones. The strength of e-learning is fully demonstrated in situations where it is necessary to train a large number of employees in a relatively short time and in situations where employing human resources, i.e. internal trainers, is not effective.

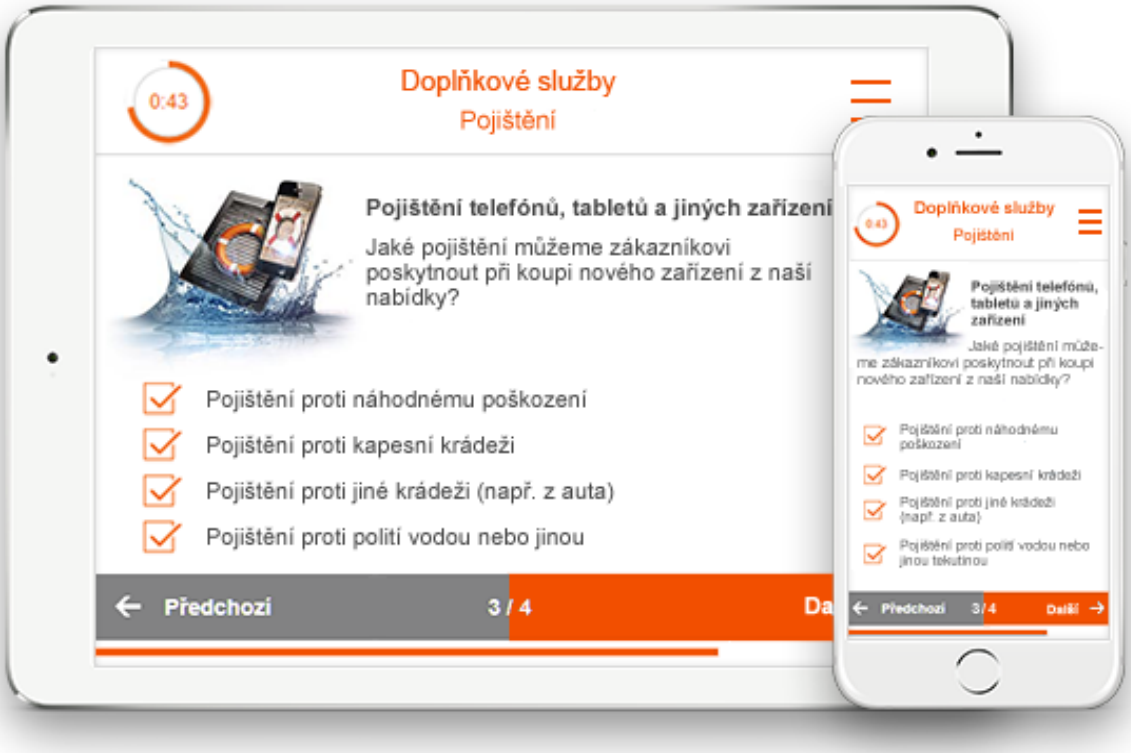
With the introduction of e-learning, internal instructors can fully focus on topics where their personal attitude and guidance are priceless. Education in Orange Slovakia has thus become much more intense, more efficient and, paradoxically, at a lower cost than ever before.

iTutor LMS has brought previously unattainable possibilities for testing

The whole process of testing employees was greatly complicated when different Orange departments used various applications to test their own or cooperating employees that in addition failed to meet the demanding requirements for creating and assigning tests.

The introduction of iTutor LMS, namely the iTutor Tester module, allowed the transition to entirely new possibilities of uniform testing the knowledge of all employees. iTutor Tester enables creating rich sets of questions of different types ranging from basic choices of options to advanced drag&drop. The questions are organised by topics in a hierarchical structure.

With its comprehensive set of rules for the method of selection of questions in the test, setting the test behaviour, determining the feedback and the result evaluation method, the creation of a sophisticated test targeted to a specific job can be done in the blink of an eye.



Tests created in iTutor Tester are immediately available to employees and they can run them in a simple test player.

iTutor LMS provides a complete overview of fulfilling study obligations

The iTutor Student, iTutor Manager and iTutor Administrator modules (part of the basic iTutor LMS configuration) offer a modern and user-friendly interface for all users, regardless of the role they access the educational portal in.

Thanks to an intuitive user interface, students have an immediate overview of all study obligations which they have been assigned by their coaches. The *My courses* application preferentially displays courses that still need to be studied. In the

completed ones, students can see immediately when those were completed, and if they receive a certificate upon the completion of the course, they can print it out. Students thus have all the information needed for a successful professional growth.

Also their managers and coaches have access to just that data and functions they need to effectively manage their subordinates, in which they can monitor the progress of their prescribed study obligations. In the overviews above the groups of users or above courses they can easily check which employees have completed the courses, and who still needs to work some more to fulfil their obligations, always to a degree of detail that is needed at the time. It is no problem to see both the quick overall view of the performance of the courses by employees, and the most detailed level of responses in the tests of individual employees.

Final summary

By installing iTutor LMS by Pontiffs, s.r.o., Orange Slovakia has obtained a training portal which:

1. is intuitive, comfortable, fast and accessible throughout the network of own and contract shops,
2. has enabled automatic registering of all Customer Service Division operators and the distribution network agents, and synchronise them with the Orange Active Directory,
3. has enabled creating and assigning specific e-learning training courses for various departments and their employees,
4. has introduced a uniform clearly structured repository of on-line educational materials,
5. has streamlined and intensified the educational process by introducing training through e-learning,
6. creating comprehensive tests tailored to different groups of employees
7. provides detailed summaries of study results, including comprehensive statistics of responses in the tests,
8. represents significant financial savings spent on the training of employees