



Alcatel-Lucent includes the TELL ME MORE[®] solution in its language-training policy

The multinational is betting on a blended solution with face-to-face classes and e-Learning modules.

Client benefits:

- Multi-site deployment
- Reduced training budget
- Harmonized training processes
- Optimized face-to-face classes

Results:

- Increased productivity
- Greater employee accountability
- Cost per training hour reduced 30%

The multinational is betting on a blended solution with face-to-face classes and e-Learning modules.

As the world's number-two provider of telecommunications equipment, and the leader in DSL infrastructures, IP routers and operator services, Alcatel-Lucent Group is active in 130 countries and employs 79,000 people, including 15,000 in France. In this global context, complete mastery of English and other languages is a key factor in maintaining the Group's competitive edge.

Two extra training modes

As a result of the strategic decisions issued by Alcatel-Lucent University, it was decided that structures would be reorganized to blend and centralize the training packages, streamline the number of service providers and reduce the average hourly cost of training.

So Alcatel-Lucent University has introduced a feature that includes two highly complementary modes of learning: traditional, face-to-face courses with an instructor, managed by language schools (face-to-face mode), and an e-Learning solution, provided by Auralog (distance mode).

The advantages of this combination are clear. As a supplement to traditional classes with set hours, the TELL ME MORE[®] method is accessible any time and anywhere, so learners can improve their language skills.

TELL ME MORE[®]: Tested and Approved

As the result of a detailed study to identify the products best suited to the Group's needs, three service providers were selected and invited to bid on a pilot project in February 2006.

The richness and quality of the multimedia content, the broad range of lesson and interface languages, and the solution's adaptability to each learner's level have made TELL ME MORE[®] Corporate the reference language solution for the Alcatel-Lucent Group.

And the expertise of Auralog's educational, project and technical teams top it all off. Auralog's creation of a team to coach and manage the project's different phases clinched Alcatel-Lucent Group's decision. In its new language partner, Alcatel-Lucent saw the ability to quickly deploy a global-scale program. Auralog's technical support, a crucial prerequisite, was also a deciding factor for the e-Learning Manager, Nunzio Mabellini. Auralog's technical and development units got together to study the Group's IT environment in order to best prepare for the introduction of the TELL ME MORE[®] system within Alcatel-Lucent's LMS (Learning Management System).

Organizationally and educationally speaking, language schools associated with the program have all been trained on the TELL ME MORE[®] platform and associated tracking tools. The objective is to maintain educational consistency



Alcatel-Lucent

TESTIMONIAL:

"The effectiveness of distance-learning solutions is very real. Organization remains a fundamental prerequisite, and each part must be incorporated into this training program. Management also has its role to play. It must also be involved to generate the 'space' (both physical and intellectual) necessary to ensure proper uptake of the training."

e-Learning Project Manager
Manager of e-Learning Projects for Alcatel-Lucent Group

between face-to-face classes and online learner tutoring. "We wanted the e-Learning modules to be fully integrated with the face-to-face sessions. There must be a link between the two training modes to get learners motivated and keep them that way," points out Mabellini.

Instructors have tools to track, monitor and communicate with each learner. The link is real, and learners have solid feedback on the work they're doing in TELL ME MORE®. With the training courses led by Auralog, mastery of these tools by language schools is quick and easy.

For Auralog, the project does not stop when the skill transfer has been completed and approved. The project lead remains present throughout the program's life, no matter what the geographic location.

The learner as the focus of attention

Since the upgrade to the latest version of TELL ME MORE® in January 2007, training follows a defined upstream process that is distributed to all sites.

Learners begin by evaluating their level. They take the placement test included in the

TELL ME MORE® Corporate platform. Next, they are enrolled in a face-to-face (or telephone) course and, at the same time, receive a personalized training program.

To facilitate handover and reassure learners, individual telephone appointments are made. So training takes place in the best possible conditions. Likewise, to handle any technical issues, Alcatel-Lucent Group has turned to Auralog's technical support, which guarantees 24-hour response time (except weekends and holidays). This support is given in the learner's mother tongue, to ensure that technical incidents are resolved. Learners can focus on what's important: their training program.

For the e-Learning portion, learners must work a minimum of 20 hours. To meet this objective, they have the option of working from the office, with Alcatel-Lucent's Learning Management System, or on a live Web link from their home. The working sessions and exchanges between tutors and learners are saved on a single localized server at Auralog. So learners can work at different workstations – even change geographic location – without losing any of their data. Tutors receive and consult the work of the learners they are tracking. They also have the option of consulting them from various workstations outside Alcatel-Lucent Group.

The Results • A Winner

For five months, more than 400 Alcatel-Lucent employees have been learning foreign languages with the TELL ME MORE® Corporate platform. At present, learners are mainly based in France, but Germany, Italy, Brazil, China, Egypt and Spain are going to join the Group's blended program.

Financially, using e-Learning has lowered hourly training costs by 30% compared to individual training and 15% compared to group classes (3-4 people). Alcatel-Lucent's contribution to the training program is undeniable. The company is also posting productivity gains as a result of learner progress.

The flexibility of this type of training has reduced costs related to travel and last-minute cancellations. Indeed, e-Learning adapts to learner schedules, which are at the center of the training process. In exchange, everyone involved is given responsibilities. Nunzio Mabellini also sees to it that projects roll out correctly, and has clearly asserted these objectives. Learners who have not followed the blended program in its entirety will no longer be able to claim to have language training.

TELLMEMORE®
Corporate

AURALOG
6, rue Jean-Pierre Timbaud
78180 Montigny-le-Bretonneux
Tél.: +33 (0)1 30 07 12 12
Fax: +33 (0)1 30 07 12 01
www.tellmemore.com