



Case Study

Getronics deploys the TELL ME MORE[®] solution internationally

TELL ME MORE[®] - Your Partner in Global Communication

Customer benefits:

- Multi-site deployment
- Harmonized learning media
- Comprehensive method for all foreign languages

Results:

- Number of learners quickly increased
- Training costs decreased
- Employee skills enhanced

Improving employee performance around the world, while lowering the cost of language training – this is Getronics' aim. And it is being met with Auralog's e-Learning method, whose efficiency echoes Getronics' slogan, "Do more with less."

While the goal is ambitious, Getronics is not willing to compromise on training quality. To increase productivity and earnings, it has implemented a strategy for the purpose of centralizing, harmonizing and streamlining organizational structures.

Languages – a strategic stake

On the strength of its 27,000 associates in more than 25 countries, Getronics excels in designing, deploying and managing IT infrastructures, with three billion euro in sales.

In an ultra-competitive multinational context, language skills are not just a means of communication: they become strategic, a means of information sharing and knowledge transfer within multicultural teams that are scattered to the four corners of the world.

TELL ME MORE[®] – a superior solution

In 2005, with a view to offering all users a common language-training catalogue, Getronics conducted a study to identify and evaluate the major players in the field.

The choice of a virtually exclusively e-Learning solution quickly became clear, because compared to traditional face-to-face learning, distance learning offers the required flexibility for adapting to schedules, time differences and employee travel.

In addition, under a single integrated solution, teaching quality remains consistent for all participants, no matter where they are located. For Training Managers intent on universally measuring user performance and progress, this aspect is of paramount importance.

Of the four pre-selected services, Auralog's TELL ME MORE[®] had the most convincing arguments:

- a full catalogue of languages for learning, as well as interface languages
- a solution adapted for large-scale deployment
- unit pricing in keeping with the group's guidelines

Our investment in Auralog's TELL ME MORE® solution paid for itself several times over, by helping us achieve our goals. For instance, dealings with the different branch offices have improved considerably. Training with TELL ME MORE® meets our language course needs, and it is becoming the benchmark tool for learners at all levels, from beginner to advanced.

Marc Ellis
Training Manager, Getronics

The publisher's ability to respond to a corporate project in its entirety also weighed in the final decision.

Deployment

Deployment of the TELL ME MORE® solution began very quickly. In June 2005, after a three-month pilot, Getronics broadened deployment to different sites in the United States and abroad.

Enrollment in the sessions is at each person's discretion. Thus, organization is very liberal; by contrast, Getronics closely follows each enrollee's attendance and progress.

To date, more than 2,000 Getronics employees have enrolled in language training with TELL ME MORE®.

To this end, Getronics has set up a structured organization in the various countries to best capitalize on the investment made in training.

A training cycle consists of 30 hours in the e-Learning language laboratory, spread out over a maximum of one year. The e-Learning solution comes with untimed tutoring. Periodically, Getronics may accompany e-Learning cycles with face-to-face sessions, which never exceed 20% of the training provided.

An important point emphasized by Getronics is management involvement. Each session is preceded by a kick-off meeting to present the training context and provide learners with recommendations to help them get the most from their language training – and make real progress.

Measuring results

Getronics gives special importance to tracking, and pays close attention to attendance. Feedback over the last ten months has culminated in these findings:

- **Overall learning quality has come a long way:**

Getronics uses Auralog's performance-measuring test. Designed around six progress levels, it tests students at the start of a session in order to assign each of them the proper starting level.

- **User adherence is a leading factor:**

Getronics is very focused on measuring performance. Learning sessions are no exception, and a satisfaction survey, "Qualitative Assessment," is conducted among users.

- **Publisher support in the startup phase is essential:**

Getronics appreciated how quickly the internal help desk was trained. Special mention is also given to the quality of

the support documents used in this context: "Troubleshooting Guide" and "Technical Support Documentation."

Getronics also measured the e-Learning solution's return on investment in two ways:

- **Qualitatively:** its flexibility is a significant advantage over traditional learning solutions. It is easily incorporated into a professional schedule and, as such, is a factor in improving productivity. Moreover, a senior manager is using it to learn French, logging on regularly from a remote access point when traveling on business.
- **Quantitatively:** Getronics precisely measured its expenses for learning solutions since 2004. Between 2004 and 2005, in traditional training alone, Getronics spent about \$1.5 million.

Financially, e-Learning is an attractive solution. If we look at user percentages, the solution's 80% uses only 16% of the total training budget.