



TELL ME MORE[®] e-Learning Valeo Group's official linguistic solution

Auralog Solutions:

- Solutions installed on Intranet duplicated on web cache server
- Compatibility test and technical adaptation with LMS WBT Manager
- Equipment and training through partnerships with language schools

Benefits:

- Flexibility of training programmes
- Multi-site usage
- Reduction of training costs
- Co-ordination of learning supports
- Individual training courses
- Quick increase in number of learners

Valeo is an independent industrial group and ranks among the world's top automotive equipment manufacturers. The Group has 142 plants, 53 R&D centres, 10 distribution centres and employs 72,000 people in 24 countries worldwide. Faced with a highly competitive market, Valeo has decided to take on the challenge of globalising its activities and managing the resulting costs and personnel issues. The Valeo C@mpus project is a perfect illustration of a successfully mastered challenge.

Valeo C@mpus - a global e-Learning project

The Valeo C@mpus initiative is aimed at all Valeo employees, regardless of their geographical location. It deals with both technological issues, such as management platforms for learners and training programmes, and pedagogical issues, such as foreign language learning, management training, Group Methods and development of IT skills. The first phase of the Valeo C@mpus Project was the purchase of a Learning Management System (LMS). The WBT Manager platform was chosen to assume a multitude of functions such as lesson distribution and student follow-up. First installed on the central server, this platform is then accessible to the different sites via Internet, the

content however is distributed using a web cache server. Before putting the different training materials to use, Valeo carried out a pilot study on five sites in order to select the supplier best capable of answering to its diverse pedagogical, technological and economic needs. Following the pilot tests and a detailed evaluation process, Valeo chose TELL ME MORE[®] e-Learning for its Valeo C@mpus Project. A standing order was agreed on by Valeo and Auralog, making TELL ME MORE[®] e-Learning the Valeo Group's official language learning solution. One of the first training supports involved in the Valeo C@mpus project, TELL ME MORE[®] e-Learning covers all of Valeo's language needs and is used by Valeo's employees to learn American and British English, Spanish, French, German, Italian and Dutch.

Foreign languages: the core of the training programme

In order to integrate TELL ME MORE[®] e-Learning with the WBT Manager platform, Valeo turned to the expertise of Auralog's technical team to evaluate any changes necessary. After a review of Valeo's technological infrastructure, Auralog was able to determine and validate the compatibility of TELL ME MORE[®] e-Learning with the WBT Manager platform.

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'One of the fundamental elements is to integrate a teaching method throughout the e-Learning project. This type of project must be carried out by the management team. Only they can give an impetus strong enough to change mentalities and convince people that this new method of learning allows employees to become operative quicker. The tutoring service will allow future learners to play an active role in their training programme. They should no longer be passive receivers of information. Finally, by using all the communication supports available, we are trying to relay information about our training programme as efficiently as possible, while at the same time mobilising tutors and employees.'

Mrs. Tampon-Lajarriette, Training Project Manager

Eager to ensure optimal installation conditions, Auralog's technical team recreated the same technical infrastructure used by Valeo C@mpus on its own infrastructure. This enabled them to identify and solve any problems before installation at Valeo. After this initial testing and development phase, TELL ME MORE® was then installed and redistributed to a site composing more than 200 learners. Following the success of this first stage, Valeo was able to standardise the training programme and extend it to several of the Group's other sites. This deployment was accompanied by organisational changes. Project managers actually recommended that a resource centre be created at each site to provide learner and tutors with the material and calm necessary to learn. Eventually, several thousand Valeo employees will benefit from the linguistic content of TELL ME MORE®.

A flexible pedagogical approach

By very quickly integrating new technology into its pedagogical system, Valeo has been able to identify and define different levels of training. Each site can choose its e-Learning training programme from a range of three options: guided self-study; tutor-led training facilitated through partnerships

with language schools; and tutor-led training co-ordinated by Valeo Group in-house tutors. For the guided self-study programme, learners have an array of themes to choose from, allowing them to teach themselves at their own pace in their chosen language. The tutor-led training programme is based on the linguistic content of TELL ME MORE®, while also relying on teacher-oriented educational materials to allow tutors to follow, accompany and communicate with each learner and develop their learning path according to their individual needs. The collaboration between the tutors and Auralog's pedagogical team is one of the key factors of this project. Whether in-house or language school tutors, they have all been trained by Auralog in both the technical and pedagogical aspects involved. This step ensures the smooth transfer of skills from Auralog's tutors and technicians to Valeo's tutors. Consequently, the latter group become autonomous and able to develop individual knowhow. The second aim of this training programme is to enable language schools to shift their focus towards e-Learning, one of their main priorities at present. By working hand-in-hand with language schools Auralog is able to present them with a pragmatic solution to developing this new approach

to foreign language teaching. Communication, whether internal or external, is a major factor in ensuring the support and motivation of future learners, training co-ordinators and tutors. On this occasion, Valeo promoted Valeo C@mpus by using a variety of internal communication resources: Intranet, meetings with training managers, promotional messages from the Project Directors, adverts in the internal magazine and presentations of TELL ME MORE® to future learners. This communication network allowed the project to be shared at all levels of the Group and to motivate all those involved.

About Auralog

First publisher in the world to use speech recognition technology for teaching foreign languages, Auralog has become the global leader in language learning software notably with the renowned TELL ME MORE® collection. Making the most of the latest technology and teaching techniques, Auralog designs and sets up e-Learning solutions for foreign languages. Auralog's methods are currently distributed in over 60 countries in Europe, Asia, North and South America and the Far East. Overall, 70% of Auralog's sales are made overseas.

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