

Development of Moodle based Learning Management System (LMS) to provide job skills based Training to the Employees - A Case Study on 3E's LMS Implementation Services

This case study explains how 3E's LMS team worked with an Overseas Education Consultancy in Bangalore ("the Client") India in Planning and Implementing their Learning Management System (LMS) to meet the demands of job skills based training to their employees to achieve a greater operational effectiveness

Client

Company

A leading Overseas Education consulting company

Industry

Education Consulting

Location

Bangalore, India

Desired Objectives

- Streamline Employee Training methods
- Reduce Cost of Training
- Provide Consistent and Reusable Content

Achievements

- Designed and Implemented Moodle based LMS
- Operational Effectiveness by streamlined Training processes
- Empowered Senior Management focus more time on high-value business functions

Challenges with Existing Training Processes

- Manual, Inconsistent
- Direct and Indirect business losses due to gaps training methods
- High Cost of Training new Employees or Training Employees for new job functions

3E's Approach

- Needs Analysis
- 1:1 Sessions with Organization Employees to understand their expectations
- Design that is consistent with the Client's Operations
- Assistance in preparing SCORM based Content
- Implementation & Deployment

Implementation Challenges

- Diversified expectations from the Client's employees on the desired LMS features
- Designing a Workflow that takes care of varied requirements from different departments

Executive Summary

The Client is an Overseas Education Consulting business, headquartered in Bangalore, India, with branch offices in other locations in India.

At an outset, the Client provides Training & Consulting services to the Overseas Education aspirants (Students). The range of services provided to the students include training on English Speaking, Aptitude and other relevant subjects to secure qualifying marks in the globally recognized tests like GRE and TOEFL etc, and also assist them with Visa Processing and other Legal aspects associated for the Overseas travel.

The Client started its operations in 2004 and by 2014 they have 200 employees on board, catering their services to an average of 50,000 students a year, and affiliated with nearly 350 universities across US, UK, Australia and other countries.

The day-to-day operations of the Client include:

- Direct acquisition of Students (Marketing through Offline and Digital Media)
- Indirect acquisition of Student through affiliation with Colleges (Offline Marketing)
- Counseling and On-boarding of Students
- Acquisition of Overseas Universities
- Placement of Students with Universities

The Client's Staff would be trained on various aspects of the business per their job role to enable them meet the job requirements successfully. The existing training practice is a combination of induction training, manual (knowledge sharing) and sharing the information documents when a need arises. Overall, there was a less emphasize on a structured training.

With the growth of the business, the Client faced challenges in providing low-cost and consistent training to their Staff. Engaging 3E team in, the Client successfully rolled over Learning Management System (LMS) that meets the specific requirements of their organization.

Business Challenges

As the business grew, the Client faced wide variety of Operational Challenges across departments which were contributing to direct and indirect business losses. The Client realized that most of these losses were owing to the lack of training of their Staff. As a first step to improvise on this situation, in 2012, they started structuring their Training processes. As part of these improvisations, the subject matter experts created number of documents on various business functions, and the training needs were matched with the job requirements and a lot of discipline was brought into the picture.

Very soon, after less than 2 years since they got some discipline in the employee training requirements, the Client realized that there still existed these challenges:

- *Different versions of the Training Documents*
- *Repetition of Training – Time spent by the Senior Personnel (Trainer) attributing to Loss of time on core business functions*
- *Inability to track what the Employees have learnt through Training*

The Client engaged 3E in implementing a Learning Management System that solves their challenges in training their Staff, with primary drivers being reduce the Training Cost and ensure Consistencies.

The Resolution

After the initial requirements understanding, 3E started working with the Client's Staff (across roles and departments) to understand their views about the Training Requirements and expectations of the envisioned LMS. This exercise revealed more information than the information that was gathered before through interaction with the Senior Management. This was a critical phase and helped 3E team design an LMS that balances the interests of various stakeholders of the Organizations.

Moodle was chosen as the LMS platform for the reasons of its capabilities and cost of acquisition (free). The LMS Solution was designed based on the close interactions with the Client's team to take care of routine and occasional Workflow requirements. Team 3E also guided the Client's team on how to manage the Content, Versioning and Publishing etc.

The Moodle based LMS is now currently being used to deliver consistent training to the Client's Staff, empowering the Senior Management with more time to focus on the core business functions.

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