Case Studies of E-learning Projects Done by Enhance Systems Pvt. Ltd.

Index

Fritolay.

What is E-learning?

E-learning is a new generation tool in the training sector which includes all forms of electronically supported learning or teaching. E-learning is the computer and network-enabled transfer of skills and knowledge. E-learning applications and processes include Web-based learning, computer-based learning, virtual education opportunities and digital collaboration. Content is delivered via the Internet, intranet/extranet, audio or video tape, satellite TV, and CD-ROM. It can be self-paced or instructor-led and includes media in the form of text, image, animation, streaming video and audio.

As you know, In today's economy, even with a high-value returns on investment, the high cost of developing people always exceeds organizational budget - Both in the area of soft skill training and hard skills which are easily observed, measured and quantified such as financial procedures, computer skills, project management, etc. To counter this high cost of training, computer based training or ILT was introduced. It offers a cost-effective platform which helps to reduce the training costs of companies by as much as 90%. With traditional training, the more people being trained, the more geographically dispersed they are, needless to say the greater the training costs. Often, the money isn't even spent on the actual training; it goes toward airfare, lodging, meals and refreshments, and conference room rental. With e-Learning, the cost stays the same whether you're training 100 people or 1,000 people, and 100% of your training money goes toward training. Companies with large and spread out distribution chains use it to educate their sales staff as to the latest product developments without the need of organizing physical courses.

E-Learning has now been adopted and used by various companies to inform & educate both their employees and customers.

A learning management system (LMS) is software used for delivering, tracking and managing training/education. LMSs range from systems for managing training/educational records to software for distributing courses over the Internet and offering features for online collaboration.

A LMS allows for teachers and administrators to track attendance, time on task, and student progress. LMS also allows for not only teachers and administrators to track these variables but parents and students as well. Parents can log on to the LMS to track grades. Students log on to the LMS to submit homework and to access the course syllabus and lessons.

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Advantages of Elearning:

- ➢ Learning can happen at any time and at any place.
- ➢ Large number can be trained with miniscule investment.
- ➢ Learning can be according to the learning pace of the individual.
- ➢ Learning can happen according to the learning style of the learner.
- ➢ Training can be standardized

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History of Enhance Systems Private Limited

Enhance Systems Private Limited is an eLearning company based in New Delhi, India, and has been engaged in providing customized eLearning solutions for over 12 years. It has the experience of over 17 years in project management, instructional design and offshore software development, 14 years in marketing and sales and 30 years in programming and media creation. Enhance Systems focuses on design and development of state of the art Learning content and applications. Enhance customers include many Fortune 100 companies and reputed Indian companies, like AT&T, PepsiCo, Coca-Cola, Nestle, Hewlett Packard, Xerox, Ranbaxy, Canon, ICI, Bharti, BILT, Tata Telecom, IIT, ICICI Bank, Hindustan Unilever, IDBI Bank, Indiabulls, BBC Sparta, Reliance General Insurance etc. "Delight through learning" is the motto, and believes they have enabled superior learning for our customers through "total eLearning solutions" services which include developing customized content, eLearning software and training management software.

Enhance LMS has been installed at 12 sites. These are Airtel, Avaya Global Connect, Xerox, IIT Delhi, ICI, Reliance Life Insurance, Reliance General Insurance, ICICI Bank and Hindustan Lever. Besides there are modules on simulation working at ICICI Bank which is a LMS by itself. In the insurance and finance sector it is installed at Reliance Life Insurance, Reliance General Insurance, ICICI Group, Religare, and Wealth Zone. Assistance in content development has

been done in the above accounts. Besides for the finance and banking sector content has been also provided for Centurion Bank of Punjab, IDBI bank, ICICI Prudential, ICICI Lombard and India Bulls.

Besides this they have developed about 2000 hours of learning content and is now taking care of the learning needs at ICICI Bank, Centurion Bank, IDBI Bank, Nestle, BBC Sparta, Coca Cola, ICI, AT&T, Avaya, Hewlett Packard, Canon, Xerox, Frito lay, IIT Delhi, Bharti, BILT, Amway, Hindustan Lever, India Bulls, Reliance General Insurance etc.

Case studies

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US based company course and certification localized for India

Project: A large FMCG needed to certify learners based on accomplishment of levels. As the company was US based, the program developed should run on their international LMS. Enhance were asked to develop the complete program.

Solution: Enhance segregated the program into four sections. First section comprised of the content development, and then an interactive course was built followed by the mock certification and final certification. The program was made in 3 languages namely Hindi, Tamil and English. The learners were given the opportunity to shift between languages during the course. The entire certification was also in Indian languages. The entire engine for certification was made in India and put up on the US based LMS with multiple browsers. As before this entire program ran on a international LMS.

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Enhance remodels e-learning modules made in USA for the Indian Market.

Project: A major world renowned FMCG (Fast moving consumer goods) company had many e-learning modules in the US market. There was a strong need to convert those modules for the Indian market. Enhance were chosen to remodel those applications.

Solution: The source learning modules were in Lectora. Enhance converted those modules to draft a story board. Enhance worked on the story board to add value both instructionally and localized them. The changes in the modules depended on the type of module. After the story board was approved by the customer, our media team then worked on the slides and re-created slides to make it appealing both instructionally and visually. A large number of the audience wanted Hindi and Tamil as their preferred language. The modules were then translated to the respective languages both textually and Audio Wise. Audio was also recorded in Hindi and Tamil and integrated into the English versions. The American English was also recorded for Indian English.

Further Enhance also worked on the SCORM packaging to make them run on major browsers and on the principals LMS (Learning Management System).

Our work got praised from the e learning team in US for a job well done.

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Enhance fast-tracks placements of Indian Air Force employees.

Project: Indian Air Force has over 25,000 retired and shortly-retiring Officers as well as PBOR, with an experience of minimum 15 years, in various fields with good academic qualifications like M Tech, B Tech, MBA, MCA etc. As part of its post-retirement rehabilitation IAF supports these retired and shortly-retiring employees to get suitable corporate jobs. IAF has a Placement Cell handling this need but considering the number of people involved, the process couldnt have done without being IT-enabled.

Solution: Enhance designed and developed an Internet portal, called IAFPC.CO.IN, that can be simply defined as job matrimonial. Considering the sensitivity of information being shared by the employee to a prospective employer and to control the kind of employers that are able to avail of the services of this portal, an elaborate set of checks-and-balances were created.

After a grand launch of the service over 2 years back, the portal has received an overwhelming response from IAF employees and corporate. The user-friendliness of the application, coupled with the irrefutable quality of people that IAF has to offer to the industry, this portal has been a milestone in the placement services of IAF.

Just to share some statistics, today IAFPC.CO.IN has

- about 15,000 registered employees
- over 1500 registered employers
- average open vacancies about 250 per day
- over 6000 average monthly hit on the site

Besides placements, the application supports the employees in areas like,

- Handling interviews
- Writing resumes

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Enhance supports a leading bank train it`s employees at their branches to sell loan products to visiting customers

Project: Till very recently, sale and queries related to loan-products were handled by a special executive positioned at some of the branches. Customers with loan-related queries were directed to this executive who was well-trained on this subject. However, this strategy was proving to be a bottleneck for the bank, in providing superior and prompt service to their customers. Therefore, they decided to upgrade the skills and knowledge of all their executives at the branches so that loan-related queries could be handled by all the executives, thereby enhancing customer experience. Enhance was asked to develop a training module on loans.

Solution: Enhance started developing the module with a clear strategy: Develop a module which would not only provide knowledge about the loan products sold by the bank but would also help the executives use their knowledge to deal with customers and their queries effectively.

The module began with a catchy opener which established the need for learning about loan products: that the Selling process should begin immediately when the need is felt and should not be delayed.

Learners were provided an overview of how banks earn money, thereby establishing the importance of their role in selling loans to customers.

Each loan product, and its features, was explained in detail with the help of graphics and quizzes. Then, interactive real-life scenarios between executives and customers were presented to help learners experience the "real thing".

Descriptive feedback was provided with each scenario to make the learning more comprehensive.

This module is live and is being used to train employees at the bank branches.

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Enhance uses structured instructional design strategies for leading bank.

Project: Enhance has been developing e learning modules for the bank for a few years now. It was necessary to get more structured and experiential in the modules. Enhance was requested to try this out in the future modules.

Solution: Enhance could not get into simulations or games because of the competitive pricing agreed upon per slide. Enhance hence tried to keep the instructional strategy in the fore front. The designers tried this by breaking the modules into different learning objectives. Each objective was broken into smaller topics. These topics were treated by levels of interactivity ranging from experiential to simple knowledge pieces. The experiential pieces were treated with simple graphics with interactivity as close to the real world as possible. As the treatment went lower in the interactivity range, the exercises went from stories, case studies, role plays and incidents to drag and drop and match the columns to simple click and learn. The graphics was enhanced to include attractive close to real life caricatures and graphics. A mix of this strategies used for various topics made the modules break the cycle of routine and help learning. These modules were well accepted in the bank.

Enhance prepares content for an innovative concept for a venture in finance and banking.

Project: Senior bankers from leading multinational banks were venturing out to start a venture in the field of finance and banking (FAB Mentors and Advisors). The objective was to provide new employees which were Job Fit and Market Ready. These were candidates working in sales organizations wanting to make a career in finance and banking. Hence, they were required to go through a skilling course which would ensure that they would hit the ground running. The focus was on insurance and wealth managers. Enhance was awarded the contract to develop the content for such an institute.

Solution: Enhance had historically developed content for the training and HR department who in turn used it to achieve business goals. In this case top management from business was to evaluate the content and train students. Hence Enhance needed to re-look at their approach to the development process. The emotional connect was to be higher. Also what the adult learner would have learnt in a single interaction needed to be made simpler. The near adult learner in the form of a student needed a bridge between this institute and his career. So the content needed to be simpler and with repeated interactions in various forms of involvement needed to be thought through. A large volume of raw content was provided by the customer to Enhance. This had to be structured and made simple yet practical for the Projects in the learners career. This was done with a lot of real world interventions. Time was also to be made available to the trainers and hence the content was to be made precise and clearly presented in the form of graphics and diagrams.

Sixty hours of content is now ready and the first batch of learners has started building their careers through mentoring and advice at the very beginning of their corporate life.

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White Paper on coaching and its evaluation

Project: Reckitt wanted to get the coaching culture into their sales organization. Enhance was called to design a strategy to implement the same.

Solution: Enhance decided to implement the program in 3 stages.

Stage 1: Getting the sales supervisors and their supervisors reflect and prepare themselves for the coaching way of thinking

Stage 2: Make the supervisors practice being coaches and get set practically for the same

Stage 3: Convert the learning into behaviors and track its impact on business and people

This was set rolling in the following ways

Stage 1: Making up the mind: A coaching workshop was organized for the senior managers. They were to train the junior members. In these sessions exercises were

carried out which helped the mind get ready for the job at hand. These included reflective exercises on when, what and why of coaching, self reflection, self assessment and improving coaching skills games and exercises. It was debated whether e learning modules online could be do the job. Enhance had done so for many other sales organizations using learning management systems for simulations and cognitive learning. However coaching needed a more divergent thinking and reflecting process, which was not the case in other programs. The learner was prepared thus prepared cognitively through classroom sessions on the coaching attitude.

Stage 2: Getting fit practically: Then a model of coaching implementation called NURTURE was presented. Enhance put forward that although there were many cases where simulations had worked for counseling and leadership but for coaching the evaluation and learning would be more effective through face to face role plays. Each member carried out role plays on the same. Each role play was video recorded and presented to the audience. The audience and the master coach evaluated the same. Thus the team of learners went down the learning curve on coaching.

Stage 3: Finally the learners will go on the field and implement the coaching learning. This learning will be tracked on the internet for qualitative, quantitative and business parameters. Enhance had already implemented such evaluation projects for a couple of fast moving consumer organizations. The effect on business and people was evaluated effectively. Based on these self and team evaluation data the further strategy for coaching will be decided and worked on. This stage is still being implemented in Reckitt.

This complete course construction and evaluation was implemented at extremely competitive prices. Both these cost Reckitt about $15,000/- only. The classroom logistics, printing of manuals and internet usage was extra. Enhance has implemented over 470 hours, 8 LMS installations and 12 performance management software at such rates.

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Enhance did a module on Time Management.

Project: Ranbaxy wanted to put their values in action on an e learning platform. This way they would reach the employees across the world and be a support their performance management process. Enhance was called to give the technology, content, instructional and media solution.

Solution: Enhance designed an e learning infrastructure to host the various modules. The maximum pull was towards managing time better, hence a time management module was agreed upon. Enhance did extensive research on Time Management. Finally the module contained sections like managing one's self, setting a direction, setting goals, planning and prioritizing, implementing the plan, continuous improvement and life and time management. There was careful choice of media. Animations, graphics, videos and audio were used around stories, cases, interactions, exercises and quizzes. Small clips of audio visuals were also seen bringing out the messages better. An electronic diary was designed based on the teachings of the module to encourage active learning. Since the intellectual property was with Enhance, this module was used in other organizations too and got excellent response from the users.

Enhance does technical product training and simulation for Avaya.

Project: Avaya was providing high end EPBAX systems to many large customers in India. These systems were complex and needed end user training. It was difficult to provide training just at the point the user needed training on any particular feature of the system. Enhance was asked to design a WBT to make this just in time learning happen.

Solution: Enhance decided to design a system which had 3 components. The feature, a demo and a do it yourself. Hence a user would get the steps to implement a feature by

means of an audio, step wise text and a demonstration. Once the user had gone through a feature he would be given a do it yourself simulation. The user would try out the feature on a system simulation on the computer. This would make sure he would not make a mistake when he went on the system. The user would search for the feature by means of search or a roadmap / site map. The WBT was provided on CDs and intranet so that the customer could also have it working on their internal networks. This CD was widely circulated among the Avaya customer base.

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Telecommunication Company does Information Security Policy with Enhance.

Project: A telecommunication company had introduced its information security policy. It had to reach out to the entire company in record time.

Solution: On the LMS of the company also supplied from Enhance, we provided an abridged version of the policy. The content was treated instructionally and was accompanied with Audio and Graphics. At the end of each part of the program an interactive case was put. This allowed practical implementation of the policy, to be tested by the individual users and hence get ready for the real world. The cases were scored and a competition organized online. The top 50 users were given prizes. In one weeks time about 350 users were certified. At any one time about 100 users were connected to the application.

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Enhance designs sales simulation for ICICI Bank .

Project: ICICI Bank wanted to implement e learning across campuses in India. There was a strong need to provide knowledge on Banking and Finance to the students in India. The objective was to prepare students to be absorbed by the Bank on passing out. Enhance was asked to provide the LMS and integration know how.

Solution: Enhance requested ICICI Bank to consider their LMS for the above challenge. ICICI Bank has already worked with other 2 LMS vendors, including a large international LMS. ICICI Bank evaluated Enhance LMS and decided to implement the solution from Enhance. What was at one time a requirement of about 30,000 concurrent users grew to an estimated 500,000 registered students across the country. Enhance was asked to give a guarantee on performance. Enhance benchmarked the LMS on some leading hardware vendors. The benchmark was very successful. Enhance then got into the implementation mode. Courses from the existing LMS were ported on the Enhance LMS. There were many challenges but these were handled successfully. Till now Enhance LMS was implemented for various corporate requirements. This was the first time Enhance LMS was to be used by educational institutes. The customization also was handled in record time by Enhance. From hosting the LMS on a temporary server to handling service calls from the students of the colleges, Enhance has provided a single window solution for the above mission.

ICICI Bank has got excellent response from the education institutes and many colleges want the students to be prepared to join the banking, finance and insurance world.

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Enhance makes modules to handle retail chain.

Project: A leading FMCG (LFMCG) had realized that the major accounts and retail chains have grown and have a huge potential in the future. LFMCG needed a training module to train their existing sales force on this new channel.

Solution: Enhance was asked to develop such a module. Enhance made a structure in the beginning however there was a need to input the experiential knowledge in the module. Enhance used their past experience in the segment and some field visits to build the module. This was iterated with the management at LFMCG. Enhance went through four cycles of iterations between the field, management and managers to build the module. The module eventually had all aspects that a Key Account Manager would

need to do a complete job from macro to micro level. The content developed with the help of LFMCG was exhaustive and some parts need to be edited to fit into the needs of the company. This module is being rolled out by the management of LFMCG

If you would like to know we would be able to share it after taking the relevant permissions from LFMCG.

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Enhance LMS now available on low cost and pay per user model.

Project: The competitive pressures in the LMS industry made a leading direct to home company (DTHC) ask Enhance if the LMS provided by Enhance could be given in an ASP model. This would mean that DTHC would use the Enhance LMS and only pay per user.

Solution: Enhance found a cost effective server provider. The challenge in the LMS is that the courses are heavier than normal pages and a lot of pages are opened per user hence a server provider who would give a higher bandwidth and larger data transfer at a reasonable price was chosen. Enhance also made sure that the data base was provided at a low cost. The usual LMS needs a higher investment in the RDBMS. With the server provider challenge closed, Enhance went ahead to prepare the LMS as a product. However in the present form it was to be a combination of product and service. Services would need to be provided to customize the pages, change the masters and login pages. Enhance has decided that the future would be like a product and would need minimum investment in the customization. Further the challenges of SCORM content porting from third party providers was next overcome by Enhance assistance. Enhance helped the third party provider to play videos and streaming media files on the LMS. At present the media rich induction program has been put on the LMS and is available to learners in DTHC.

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Fountain Machine Training CBT developed for Coca Cola.

Project: Fountain based aerated drinks dispensers are widely used by the Coca Cola Company as these obviate the need for managing glass/plastic bottles. However, these machines are globally sourced from couple of manufacturers abroad. So, the level of training available to the technical teams, responsible for the maintenance of these machines has been a growing challenge. Also, the quality of the drink dispensed is greatly dependant on periodic house-keeping, quality of water, syrup, temperature, etc., and these parameters need to be managed by the outlet. So, they need to be trained as well on these day-to-day management of the equipment and ingredients.

Solution: A detailed, interactive and flexible CBT was created for the two primary users, Technical Team and the End-users. The flexibility of the CBT is defined through the XML based backend that handles the media management of the CBT, thereby allowing the Coca Cola's administrator to generate variants of the training module by themselves, based on the audience-needs.

The collateral created is a rich collection of pictures, videos, interactive flash-based diagrams/circuits/machine-parts, etc. Professional Voice Over talks the learner through the complexities of parts, maintenance, trouble-shooting, repairs/replacement, etc.

To avoid unauthorized use, the CBT can also be enabled of user-specific key/password option, valid for a administrator-defined period of usage time.

The collateral is being reviewed by other Coca Cola markets for them to get their specific and language versions created.

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Enhance does a makeover workshop.

Project: A leading FMCG (LFMCG) company had a premium range of make up and make over products. A paid training was to be given to the distributors on how to look

better as well consult their customers on how to make them look better with the Amway products.

Solution: Enhance was called to design such a module. Enhance made a structure in the beginning on the features, advantages and benefits of the product and how to consult and sell better. However LFMCG felt there was a need to give a complete grooming value addition to the module. Enhance extended the scope to grooming. The structure of the module consisted on the basics of skin care and grooming. Further the module took one through reflective exercises on how to look better especially with the LFMCG products. The skills to improve ones looks were gone through in videos and do it your self exercises. Finally role plays on how to consult ones customers and offer better make over and grooming tips was enacted. The module was very well received in the first few roll outs.

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Enhance meets challenges of business with an LMS for Reliance Life Insurance.

Project: Reliance Life wanted to get into e learning. The amount of content needed for the advisors was against aggressive time lines.

Solution: Reliance Life asked Enhance to meet the challenges. Enhance approached Consultant to partner with them for content. Consultant was the supplier for insurance content and Reliance Life was comfortable working with the Consultant insurance team. Consultant had little technical knowhow in developing e learning content. Consultant till now had an external vendor to convert the e learning content into Flash. Considering that bottle neck Enhance considered making the content with the help of the Consultant content experts. However the business requirements in terms of time and depth of content could not be covered with the conventional e learning processes. Enhance decided to use tools to make the content. Enhance trained the Consultant content experts on the tools. The path seemed clear. Consultant content team was now

churning out content. Enhance customized the LMS in terms of the home page, reports and screens. Enhance had initially checked whether the content from the tool could be used by the LMS. Enhance needed to tweak the content from the tool to be totally SCORM compliant. Reliance Life benchmarked the system to work on low band widths however the tool had given heavy files. The response times were very high. Enhance did an ABC analysis of the files and found innovative ways to reduce the file size. This was the first time where the customer had provided the server. Till now Enhance had bought a server from hosting providers. Enhance overcame many technical challenges and went ahead with the project. Eventually the site was open to the advisor community. A help desk was provided by Enhance to take care of any problems the learners may face. Reports were generated for top management. A few reports had to be customized. Thousands of advisors took the course and were certified. The success of this model encouraged Reliance Life to use the LMS for training other business needs and audiences. Other learners like new recruits and sales managers have been trained and certified using this mode of learning. This improved the knowledge of the organization to a large extent.

Thus the instructional, technical and media experience of Enhance is making learning happen for audiences which are large in number, geographically apart, have time limitations and need good standardized content and management which needs reports on learning quickly and real time.

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Enhance had made an Interactive Leadership Game for Fritolay.

Project: PepsiCo had an exhaustive and detailed leadership manual, which was difficult for young managers to comprehend.

Solution: Enhance was called to make the manual more interesting. It was mutually decided that a leadership game would be designed. Enhance along with a consultant submitted 4 story lines. These were a history game, a science fiction game, a jungle

game and a desert survival game. The desert survival game was chosen by Frito Lay. This game starts with the build up to the game. A plane crashes in the desert and the only people able to reach the survivors are in a resort nearby. The four modules of Frito Lay Leadership manual starts of with a recap. This is followed by a scenario and the user had to choose which option he would select. The learner is scored accordingly. Then the solution to the game and linking up to the principles of Leadership module is done. Various climax set the scenarios that the user had to choose for the leadership game. Finally after facing challenges like disagreement on approach, shortage of water, short length of the runway etc the survivors are rescued and the Olympic torch which is on board reaches the stadium just in time for the games to begin.

Enhance had done a program on interactive finance for non finance executives.

Project: ICI had just introduced their e learning program. There was at the same time, a need to spread awareness of Finance in the company. Enhance was to find a solution.

Solution: Enhance made an interactive story based (anchored instruction) program. Uncle Scrooge's story of starting a business and making it a big success was how the learning proceeds. As Uncle Scrooge got money and ran his business the financial concepts are described and discussed. At various stages in this e learning module were interactions like drag and drop; fill in the blanks; match the columns etc to build and test ones learning. At the end of the program there is a certification, in which the user answers random questions from a database of questions. Depending on ones performance one is awarded a certificate.

Enhance had done an Induction Program for Ballarpur Industries Limited (BILT).

Project: BILT had just achieved a major turnaround around 1999 - 2000. The recruitment was on in a major way. It was necessary to give induction programs in a standard and

professional manner. BILT was across the country with many businesses, factories and locations. Reaching out with a consistent message was very necessary.

Solution: Enhance did a needs analysis and came up with an exhaustive structure on the content of the program. This was followed by a detailed script which covered various aspects of the organizational needs of the program. Finally Enhance did a major shoot at all the factories to bring out the manufacturing process and hence prevent expensive travel of the new joinees to the locations. Animators made animations of the processes to bring it out pictorially and diagrammatically. Rich professional voice artist accompanied the eye catching graphics of those days to give the mood of being part of a great company. Quizzes and interactions made the leaning very interesting. Content covered history of the group, major companies and departments, policies, strategies and values. Finally the 3 hour CD was dispatched to all the locations. The feedback from the new joinees was very encouraging.

Enhance makes an LMS on simulations for sales force on skills and competencies.

Project: HUL (Hindustan Unilever Limited) is the largest FMCG (Fast Moving Consumer Group) company in India. It has a large portfolio of products and brands. These products were handled by an army of salesmen and managers. With every new product, brand and promotion was accompanied a need to map the skills and competencies of the sales force with experiential knowledge. Every new initiative needed fine-tuning of the relevant skills and competencies. The number of competencies and skills needed to train the sales force was large in number. Competitive forces needed the sales force to be well equipped for every new situation they may face in the field. If was getting difficult to get the sales team into classroom sessions for all the training programs. Besides the sales force were very experiential in nature and the utility of the classroom was questioned. HUL had an intranet based on

the less popular Sun systems. If a technology solution had to be designed it had to be on this platform.

Solution: Enhance decided that simulations was the best way to train experiential sales people. Especially because situations close to the problems of adults seemed to work well to make them learn. Work began simultaneously on all the skills and competencies. HUL appointed a SME (Subject Matter Expert) on the project. The SME was to provide the experience of the field to Enhance. He was met and the project flow was decided on. It was decided that Enhance would do research on the various modules and give a structured document to the SME. The SME then verbally let the Enhance instructional designers know the situations and options available to make the simulations. Simulations on programs like Analytical Ability and Leadership were designed in the pilot taking role plays from the day to day problems faced by the sales force. IPR to use content for these simulations was got from publishers and subject matter experts. This IPR was to be acknowledged in the beginning of each module. Content from experts and trainers in the HUL system was tapped. The design was ratified by an SME in HUL at 3 levels using a well tested instructional process. In the first level he ratified the structure and in the next level he approved the storyboard drawn out by the instructional designers. Finally he ratified the prepared final product. Iterations were carried out at each stage to make sure relevance and learning was happening and not lost. Thus the modules were ready for roll out.

Enhance reprogrammed the existing Microsoft LMS into Sun OS compatible LMS keeping the investment in systems and software at the minimum level.

These simulations were scored like games. Each sales man got his score as well as the scores of the top performers. Competition was to be created all over the country. The results from all across the country were available to top management through an elaborate MIS over the intranet. The whole country could see how the learning was progressing across teams and departments

Results: The pilot got excellent response from the sales force in the test market. They were delighted with this new mode of learning. The program is still to be rolled out across the country.

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Enhance does General Banking Operations module in semi simulation mode.

Project: ICICI Bank has been growing very rapidly. There was a need to train a large number of non banking professionals on general banking operations. This module had to take the new learners through the module in a near to real life situation.

Solution: Enhance suggested a new way of handling the module. At this stage no simulations were prepared for ICICI bank. Enhance decided to take the path of semi simulations. ICICI Bank agreed to test this new way of training. Each learning objective was converted into a simulation. The learner would approach the computer in the form of an employee of the bank dealing with a customer. As the customer would go through the transaction the employee would answer his questions with interactions. In case the user would give the right answer he would be allowed to go ahead. In case the learner gave a wrong answer he would be guided towards the right answer. The branch manager as the mentor would come at various stages with new challenges and summaries. In this way a very conceptual subject like general banking operations was made into an experiential learning model. This was for a long time one of the most popular and liked module in ICICI Bank. A similar module was prepared for other banks.

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Enhance LMS live at leading finance company.

Project: A leading financial company wanted to leverage e-learning to create a paradigm of ongoing knowledge and skills upgrade across various business verticals in the enterprise. Enhance was one on the companies approached for the same.

Solution: After a competitive bid Enhance was chosen to provide the Learning Management System and content development services. That is, Enhance would be the one point support for the complete roll-out, including server hosting, users and content databases management, bandwidth, help desk, etc.

This project is 'live'; successfully implemented by the project team constituting Training Managers and Subject Matter Experts from the customer and Enhance's Project Manager, media & software teams.

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Enhance has made a counselling simulation for ICICI Bank.

Project: ICICI Bank was recruiting in a big way. At the same time young managers had to lead teams quite early in their careers. There was a need to impart counseling skills across the organization.

Solution: Enhance designed a simulation on the LMS in ICICI Bank. The existing LMS did not support simulations hence Enhance built it in such a way that if would integrate with the LMS and give reports on the usage as well as the skills and competencies imparted. The simulation would give the user conceptual knowledge on counseling to start with. Then the user would get the counselee in front of him.

The simulation would take the user through the counseling process. This would be like the real life situations in ICICI Bank. Background data would be provided to the user. Then the user would then interact and give wrong or right answers. If he gave right answers he would go ahead. Otherwise the session would end with the counselee feeling de-motivated. A mentor can be invoked at any stage to give guidance. Similarly at the end of the session the user would get an audit of the process and his progress with constructive feedback. This helps in giving experiential feedback to the users.

The back end gave data on the user's performance and usage across the organization.

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Campuses in India use Enhance LMS.

Project: ICICI Bank wanted to implement e learning across campuses in India. There was a strong need to provide knowledge on Banking and Finance to the students in India. The objective was to prepare students to be absorbed by the Bank on passing out. Enhance was asked to provide the LMS and integration know how.

Solution: Enhance requested ICICI Bank to consider their LMS for the above project. ICICI Bank has already worked with other 2 LMS vendors, including a large international LMS. ICICI Bank evaluated Enhance LMS and decided to implement the solution from Enhance. What was at one time a requirement of about 30,000 concurrent users grew to an estimated 500,000 registered students across the country. Enhance was asked to give a guarantee on performance. Enhance benchmarked the LMS on some leading hardware vendors. The benchmark was very successful. Enhance then got into the implementation mode. Courses from the existing LMS were ported on the Enhance LMS. There were many challenges but these were handled successfully. Till now Enhance LMS was implemented for various corporate requirements. This was the first time Enhance LMS was to be used by educational institutes. The customization also was handled in record time by Enhance. From hosting the LMS on a temporary server to handling service calls from the students of the colleges, Enhance has provided a single window solution for the above mission.

ICICI Bank has got excellent response from the education institutes and many colleges want the students to be prepared to join the banking, finance and insurance world.

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Enhance makes CD version of LMS e learning courses.

Project: Some Enhance customers who wanted to make versions of the LMS (Learning Management System) courses to be available even when internet was not available and can be seen in the employee's free time away from office.

Solution: Enhance decided to make a transition of all the courses on a CD. These courses were on Enhance LMS as well as other LMS including an international LMS. These were SCORM courses. Now even when the employee was not connected with a connection or a not so good connection the courses could be accessed. For another customer made an offline up-date to tracking elements like score, course progress etc. Both these courses allow one to see the course offline as well as up-date the LMS.

These are part of the transition services offered by Enhance to move courses from one LMS to another. Thus preventing a loss of investment in an old LMS.

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360 degree feedback on learning for Hindustan Lever.

Project: Hindustan Lever (HLL) was holding leadership programs for its management. It was necessary to get feedback and monitor the program.

Solution: Enhance designed a software application that would help the trainee invite colleagues to give feedback on some fixed variables on the leadership programs effect on the every day working. After sending the invitation the invitees would get the required input. This program was running over the intranet of HLL. There would be triggers to the nomination and feedback. An administrator backend would allow the users to change the variables of the feedback. There was a back end to see various MIS reports on program participation and employee feedback.

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Enhance automates needs analysis for training.

Project: Five years back Ranbaxy was investing in IT across the country however the usage of this investment left a lot desired. Further there was no was to find out which individual needed what training and how one could bridge the learning gap. Enhance was called to find a solution.

Solution: Enhance along with Ranbaxy identified those skills that an IT common user in the company used. These were broken into different courses and levels. In order to find out which user needed what training the courses had tests designed. Each user on the basis of his requirement would enter a trial certification. This would be followed by a report if he had passed the test. If the user chooses, to go through self learning modules he could do so to improve his scores. Content on the normal packages were provided on line. When the user was confident that he wanted to take the official certification he could do so. The result of the certification was either a clearance that the user does not need further training or a nomination for a course. Various reports were designed to give he management the various demographic, regional, time bound, organization and user reports. These reports helped design the training calendar and schedules.

Similar needs analysis could be used for any skill or competency in the organization.

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Enhance prepared Avaya sales force on Sales Contract Process.

Project: Avaya was going to take over Tata Telecom. As per Avaya standards the contracts with the customers had to be tighter and there had to much more awareness of the ramifications of the sales contract clauses.

Solution: Enhance with the help of Avaya made a story board with sections like Why, What, How and Objections against each clause of the sales contract process. This was delivered across the organization via the LMS designed by Enhance. Each clause also had experiential role plays which allowed the users to check the practical implications of each clause.

At the end of the course was a certification which allowed the management to see how many had understood the course. The scores besides other MIS gave a clear picture on what aspects of the clause needed better management and coaching.

This was widely used in Avaya and had excellent reviews in the entire sales force and employee community.

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Enhance had done an e learning project on Basics of Marketing.

Project: ICI had gone into e learning 8 years back. ICI wanted a showcase course to launch the program inside the organization. It was decided that Basics of Marketing would be launched.

Solution: The course starts off with an attention grabber. This is followed by content on marketing. Between, the course, there were many interactions like fill in the blanks, match the columns, drag and drop etc. Then the user enters an interactive case of launching a car in South India. On the computer the user launches a car and decides on the variables of Marketing. At the end an expert comes and compares the solution given by the user with that the expert had thought of. This is followed by a certification on the theory of marketing.

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Enhance has completed a Business Excellence e learning Module for a Telecommunication Co.

Project: A telecommunication company had implemented its Total Business Excellence initiative. Part of this was the certification of the employees on the knowledge of the program. Enhance was asked to develop an e learning program for the same.

Solution: Enhance had already supplied the LMS (Learning Management System) to this company. Enhance put together a module in which the employees are asked questions by the LMS system. The content of the questions were provided by the telecommunication company. The question bank covered key learning objectives of the program. The user accessed the system with tries at the questions. The users had to try

the questions till they got the right answers. Once they got the right answer they could move to the next questions. This cycle of reflection, choice and feedback suited the problem learning model of adults.

The backend provided an exhaustive set of reports. Reports of special interest were number and names of certified employees and details of uncertified employees. These were used to track the organizational effectiveness of the program.

About 400 employees were certified within a week.

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If you want more information about E-learning or Enhance Systems, contact us on the following details. Website : **www.enhancelearning.co.in** (feel free to visit our website for demos on our completed projects)

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