

Yes Telecom

Solution Overview

Industry - IT Reseller

Challenge

Assist Yes Telecom in delivering training across its reseller channel in preparation for the Vodafone iPhone product launch

Benefits

- Reporting on knowledge within the channel
- Accountability of dealers for product training
- Visibility of training progress

Solution

Channel Academy
www.yesacademy.co.uk

Yes Telecom, a wholly owned subsidiary of Vodafone UK, is a leading business-to-business mobile and fixed line communications operator. Established in 2001, it plays a key role in Vodafone's route-to-market, developing and maintaining the dealer channel.

Yes Telecom's growth and market position is based on its unique knowledge of the market place, ability to provide tailored solutions to customers, and innovation in the management of its business partner relationships.

The Challenge

Yes Telecom Academy is an on-line portal which helps deliver remote sales and product training to employees and business partners.

In December 2009, in preparation for the Vodafone iPhone product launch, Yes Telecom needed to train its reseller channel on all aspects of the product.

Management recognised that e-learning is an extremely effective method of providing targeted training to its business partners. Delivering training on the iPhone through its academy platform would prove both cost and time efficient.

Management at Yes Telecom was particularly interested in gaining visibility and clarity over consumption of training materials and test results. It was critical to ensure that all resellers had complied with the training programme.

The Solution

The authoring team at Growth Engineering took the client's existing education materials and developed tests based on these. A knowledge testing environment was created within the system.

Personal data and e-mail addresses for 250 prospective users were logged into the system and an e-mail sent out providing log-in data. A second e-mail invited each person to access training materials and take a knowledge test.

Growth Engineering structured the hierarchy set-up within the academy, regulating access and visibility rights for managers at Yes Telecom. Managers were trained on how to use the testing management system, giving them full visibility and reporting capability over the training programme. Managers could see which users had downloaded training materials at which reseller companies and if the user had passed his test. This enabled managers to monitor training progress and have overall visibility and control.

"Works really well, love the functionality."

Rowena Hennigan, Propositions Manager - Indirect Team
Enterprise Business
Vodafone UK Ltd.

"Thanks so much for all your support, brilliant"

Paul Charlton, Academy Manager
Yes Telecom

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Yes Telecom Academy - Manager Area (left) ; Vodafone iPhone product training material (right)

Results and the Future

Within just 5 days of receiving the brief, Growth Engineering had:

- uploaded all training documents to the system
- created a user profile for each student
- generated e-mail invitations for each user, providing log-in details and an invitation to undertake training
- trained Yes Telecom staff on campaign management and reporting tools

Within a tight time-frame, Yes Telecom was able to deliver product training to all its reseller channel partners, ahead of the Vodafone iPhone launch.

The success of this campaign has lead Yes Telecom to consider:

- extending regular sales training to its channel partners
- extending use of the academy to all internal staff for their internal training requirements.