

Flexible Delivery and Quality Content Drive Training Usage at Celero

Celero Solutions was formed in 2003 to deliver reliable, innovative information technology services to prairie credit unions, its owner organizations, and other clients. The company provides comprehensive banking and technology solutions to financial institutions.

A Focus on Employee Development

Celero's workforce is located across the three prairie provinces, with employees situated in Winnipeg, Regina, Saskatoon and Calgary. In 2008 they identified a need for more flexible and comprehensive yet cost effective methods to support job related training, and to provide more extensive career development learning content for their geographically dispersed workforce. Other decision factors for Celero included ensuring they maintained their competitive position in the labor market, controlling costs associated with "one-off" incremental training needs, providing consistent, quality learning content to employees, and developing a central repository for employee training and certification records. Support for instructor-led training (ILT) provided by Celero to credit unions across the prairies was identified as an additional area of need.

The company began seeking a complete solution with a single point of contact, rather than managing several service providers. They wanted a vendor whose product offered a breadth and depth of content that would illustrate their serious commitment to career development. In addition, they needed a centralized way to distribute and track training to dispersed teams – while controlling overhead and avoiding the hassles of working with multiple content vendors.

The Element K Solution

The company partnered with Element K in 2008 and soon began developing their Employee Development Center (EDC) as a part of a larger strategic business plan. They quickly rolled out e-Learning to employees, including Business and Technology skills training and virtual labs (vLabs) as part of an increased emphasis on employee development. All content was tracked by reports customized on-the-fly via KnowledgeHub, Element K's enterprise Learning Management System (LMS). In addition to using KnowledgeHub's tracking, Celero began using the LMS as a resource management tool, scheduling classrooms and assigning trainers for ILT courses across their client organizations.

Results

Celero's Human Resources team kept learning top of mind with employees through an internal e-mail campaign, as well as by placing links to the EDC from their corporate intranet. Employees quickly embraced the new learning tool. Even several months after its initial launch, reports showed a steadily increasing number of online courses accessed and completed.

Eight months after program launch, the company distributed an internal employee survey and discovered that employee response to the question, "At Celero, employees are encouraged to develop and learn," jumped 12%. The survey went on to show that 70% of employees were accessing the training, and indicated a high level of renewed interest. In 2009 Celero participated in the Queen's/Hewitt BSME study and saw engagement results double from their 2007 benchmark. For learning and development, Celero's training satisfaction score improved significantly, by 26%.

Celero feels the real value of Element K lies in their flexibility and like-minded commitment to customer service, including the ongoing level of support they receive for their program. Providing high-quality employee development continues to be a critical part of Celero's business strategy, and they credit Element K with enabling them to help meet their training goals.