

Case Study

CLIENT: BAYER

Early in 2002 the Human Resources Development team at global healthcare and chemical company Bayer UK Limited decided to review the training services they offered to users. After assessing the requirements of the business and Users, and considering developments in training generally, the decision was made to invest in a blended learning solution. Bayer chose Larmer Brown as its learning partner.

The Background

Bayer's increasing investment in enterprise technologies is considered crucial to its continuing success. The Human Resources Development team liaised with the company's business managers and identified a requirement to expand the training and support offered to users. It was agreed that users should be equipped to gain the maximum benefit from technologies being introduced across the group.

A criteria was drawn up encompassing the products and support that would be required from any successful partner.

- Identification of skills gap – monitor existing skills and build on them.
- Flexibility – provide consistent training to office and field users.
- Time savings - tailored content specific to users requirements.
- Learning retention – address the need to increase knowledge retention.
- Support and mentor – assist with the cultural move to a blended solution.

The Solution

Larmer Brown is a Global Knowledge Certified Business Partner and has worked with its products since 1994. Having provided services to Bayer plc since 1984, the company was well positioned to take an informed and innovative approach to Bayer's blended learning requirements. An initial two month pilot project incorporating the products, and services, with the support of Bayer's IT division, ensured the proposed products and services were both achievable and beneficial.

- Induction workshops – small hands-on live sessions introducing Bayer's dedicated mentor, the products and the benefits.
- Knowledge Pathways - role-based learning paths with pre and post course testing, personal courses and management reports.
- OnDemand for Office and Lotus Notes – providing desktop in-application support, this product provided 24/7 support to users who have undertaken training either via Knowledge Pathways or in the classroom.
- Mentoring, support and 1:1 coaching – consistent, non-confrontational contact from the mentor dealt with system and user problems as they evolved.

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The Result

A total of 42 participants enrolled on the pilot program, with the objective of completing a defined learning path. The learning path reflected Bayer's own benchmark for IT Skills. Norma Ward, purchasing administrator for Bayer Diagnostics, and Yvonne Argent, medical writing co-ordinator in Chemical Research, took part in the blended learning pilot project. Both received awards acknowledging their commendable results. Afterwards Norma said: "After some initial teething problems, I got on very well. The format was useful for me because I could go back to the course at any time I liked, and just do half an hour here or there". Yvonne added: "It was also very useful as a research tool. At any time you can tap in a question and it will take you through the procedures to give you the answer you want."

Karen Murphy concluded "In addition to addressing technological and cultural concerns, as users completed the pre and post course assessments, the pilot project provided proof that it is possible to measure the success of eLearning, in terms of product uptake and productivity, such that one of our business divisions invested in the project before its completion".

About Larmer Brown

Larmer Brown's primary business objective is to help organisations realise the desired business benefit from their software applications, through successful User Adoption Programmes. Using OnDemand Personal Navigator, we have been providing business transformation, documentation and training services since 1994. Larmer Brown is an OnDemand Software Certified Reseller and their only services partner in EMEA. We are also an Oracle Certified Partner and the only User Productivity Kit preferred services partner.

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