

ROGERS™ YAHOO!®

HI-SPEED INTERNET

"Their proven ability to deliver large scale training projects in a short timeframe would make me use TrainingFolks again."

- Peter Brock

Manager, New Technology Training



TRAININGFOLKS

Just in Time Training - JiTT



Case Study - Rogers Cable



Hi-Speed Internet

Rogers Cable is Canada's largest cable company, serving close to 2.3 million basic subscribers. They also provide digital cable services to approximately 589,700 households and Internet service to approximately 851,400 subscribers.

In the spring of 2004 Rogers Cable Communications partnered with Yahoo! Inc. to launch a new brand called Rogers Yahoo! Hi-Speed Internet. This initiative would completely overhaul the current service offering and represented a significant change to customers and the Technicians and Service Consultants who support them.

Rogers Cable could not find enough qualified resources to deliver the training on such short notice and within the tight timelines. So they turned to TrainingFolks and their Just-in-Time Training Solution to augment their internal resources.

Learner Audience

1000 Field Technicians, 500 Technical Service Consultants

Delivery Location

Across Ontario and New Brunswick

Content Focus

Customer Service, Technology

Lead Time to Mobilize

2 weeks

Train the Trainer

5 days

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Challenge

Provide a ½ day course to 1000 Field Technicians and a 2-½ day course to Technical Service Consultants (TSCs) in locations across Ontario and New Brunswick. Train people on product, process and behaviors related to Rogers Yahoo! Hi-Speed Internet. Start in 2 weeks, complete training in a month, and deliver in locations in 2 provinces.

Solution

TrainingFolks began by assessing the requirements of the project and cooperatively selecting appropriate consultants with Rogers Cable. The end result: 8 expert facilitators, experienced in customer service and technology, selected in 2 weeks.

Using a Just-in-Time Training Solution, Rogers Cable was able to use regional facilitators with the right blend of experience, skills and competencies to seamlessly augment the internal training team.

In a month, TrainingFolks delivered 125 course days, trained 1500 people in two provinces, and provided seasoned facilitators that were credible to the learning audience.

Results

- 100% of the Field Technicians and TSCs were trained
- Rolled out project on time and under budget
- The Field Technicians and TSCs felt confident they could help customers with the training they received

Residual Benefits

- Floor-walking/coaching by expert facilitators during launch
- 'Refresher Training' communication to TSCs one week prior to launch