

The Effectiveness Company Customer Branded Universities Solutions



“Knowledge is not achieved until shared.”
Anon

The Effectiveness Company world-class Branded Universities focus on the alignment of training and development programmes with strategic organisational objectives, in order to provide the skills necessary for employees, managers and clients to move in the desired direction and reinforce their objectives.



EFFECTIVENESS COMPANY

The Challenge

Innovation, technology, and evolution have quickly put strain on an organisation's ability to cope with the demands of modern day marketing. The Human Resources and Training departments simply cannot keep up with the continuous need for training and development. They don't have the time, resources, budget, or the expertise to undertake complex training and development campaigns which are ultimately intended to align individuals' organisational competence and development with the company's strategic business objectives. Additionally, substantial investments in personnel have seen rising management expectations for a higher return on employee productivity.

Product Training and education are becoming increasingly difficult. The sheer volume of new products being introduced, the rapidity of evolving product features, and the necessity to innovate and implement promotions at lightning speed, threatens organisation; at two levels; firstly the ability of distribution channels to ensure that products receive adequate support and understanding, and secondly, the ability of the average employee to keep up to date with the latest products and promotions.

Skills Training is an essential partner to product training. Whilst a product may be superior in terms of technology features and benefits, it is the complimentary skills which ensure that all investments and resources have not been wasted.

Within the Customer Branded Universities, The Effectiveness Company offers three forms of training, namely:
Product Training, Skills Training and Self Directed Learning.

The focus of the universities is on the alignment of training and development programmes with strategic organisational objectives, in order to provide the skills necessary for employees and managers to move in the desired direction and to reinforce the importance of their objectives.

The Solution

Product Training within the university focuses on the provision of programmes to uplift the technical knowledge and expertise of delegates surrounding specific products. This could include product features and benefits, branding requirements, policies and procedures training - all geared at creating an in-depth knowledge of the product.

Skills Training courses within the university concentrate on multifaceted areas - from the skills necessary to convey the message, negotiate, handle customers effectively and convert the sale, to such specific required skills such as financial management for non-financial managers. The Effectiveness Company's Customer Branded Universities provide a total training solution, with emphasis on skills, and/or product training. They offer everything from identifying training needs, developing programmes, and training - to exams, certification and ultimately feedback to employees to ensure that all objectives have been met.

With over 80 000 individuals trained within just two accounts, The Effectiveness Company has a proven track record and years of experience. The Effectiveness Company's Customer Branded Universities exploit their proven existing methods, systems, processes, and content, which have already culminated in positive results.

The Benefits

In a world of product innovation, the maintenance and improvement of product knowledge and specific product skills is key to the delivery of substantial business results. All of The Effectiveness Company's training programmes are very practical, results orientated, and focused on delivering predictable business results.

Clients who outsource or insource via The Effectiveness Company's product and skills training Customer Branded Universities benefit through:

- The leveraging of The Effectiveness Company's expertise across a variety of market sectors.
- The Effectiveness Company's economies of scale.
- Existing specialised training methodologies, systems, lessons and plans.
- Ease of administration.
- Translation of fixed costs to variable costs.
- Cost savings, through volume discount arrangements.
- Partner held accountable for value added i.e. shared risks.
- Self-directed learning content.

Additionally, each of these specialised areas have their own unique set of benefits:

Product Training:

- Improved efficiency and productivity throughout the sales and employee channel.

- Improved brand perception in the channel, employee and consumer minds.
- Increase in sales and market share.
- Quality of product merchandising, presentation and service levels.
- Quicker time to market.
- Standardisation of product knowledge across all channels.

Skills Training:

- Access to specialised training staff.
- Access to world-class capabilities in areas which are not core competencies.
- Rapid skills transfer in times of corporate readjustment, such as change of season, product launches, customer surveys or corporate transitions such as mergers and acquisitions, change of regulations, natural disasters, etc.
- Quick dissemination of skills in response to regulatory changes.
- Rapid response rate to changing customer requirements.
- Rapid reskilling in response to changing technological environments, e.g. ERP, CRM implementations.

Self-directed learning:

- Access to content that forces performance through learning.
- Less time in the classroom and more time on the job.
- Incentivised learning.

The Services

Through Customer Branded Universities The Effectiveness Company fulfills the role of delivering targeted training interventions on behalf of clients.

The Effectiveness Company tackles functions such as:

- Writing and designing product courses.
- Delivery of training courses.
- Marking of exams.
- Certification.
- Full back office administration.
- Database management.
- Course accreditation.
- Sourcing credible skills training companies based on the client's requirements.
- Acting as broker - to control outcome.
- Writing, designing and delivering induction programmes.

To ensure the highest quality standards, method-driven training programmes are run by specially qualified and certified trainers. The Customer Branded Universities, and the education and training they provide, can be delivered via a central location, on site, at The Effectiveness Company's offices, or at regional centers around the country.

Through the use of IT software and methodologies, The Effectiveness Company manages all of these services and processes with total quality assurance to provide Predictable Outcomes™ (controlled results pertaining to a particular output as determined by the client). Through The Effectiveness Company's real-time Reporting and Red Flag systems, the client is provided with accurate information and data, instantaneously informing and alerting the client of possible issues or problems.

The Solution

The Effectiveness Company is an outsourcing company within the business transformation outsourcing space obsessed with providing "operational implementation excellence" on an on-going basis. By following strict Total Quality Management principles that are managed daily via automated IT systems, The Effectiveness Company delivers "Predictable Outcomes™" meaning The Effectiveness Company achieves successful, planned, and clearly measured business results (or the client). The Effectiveness Company's Total Quality Management has reached such high standards that The Effectiveness Company has been awarded the BSI ISO 9002 accreditation for quality.



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