



## New **LMS Platform** Helps Build 'One Adecco'

### Adecco Group North America

- >> **Number of Employees:** 6,300
- >> **Industry Served:** Staffing, job placement
- >> **Headquarters Location:** Melville, N.Y.

Rich Thompson, vice president of Training & Staff Development for all Adecco Group colleagues across North America, saw a significant opportunity to help foster "One Adecco" through training and development, one of the few consistent touch points across the organization's 6,300 employees.

In addition, Adecco found that delivering training online and on-demand was advantageous for critical new-hire training, and without equal in its ability to consistently and expeditiously convey corporate initiatives. Just this past year, e-learning has enabled Adecco to develop a training program

for 700 new hires with a consistent message delivered via asynchronous, self-paced e-learning content. The dissemination of corporate initiatives via e-learning powered by GeoLearning's on-demand GeoMaestro learning management platform has enabled Adecco to influence and monitor the execution of training courses. This has given Adecco greater control while relieving its 600 field managers from the burden of conducting their own training.

Eliminating costs like instructors' salaries, meeting room rentals, student travel, lodging and meals are directly quantifiable. In 2007, Adecco

saved more than \$100,000 in training and development costs associated with in-person meetings (a 60 percent savings). But reducing time spent away from the job by employees may be the most significant benefit of e-learning. Previously, sales training meant 50 or more field personnel would be absent from their offices for an entire week at a time. In a business focused on client service and sales, this is a critical efficiency.

E-learning delivered via GeoLearning's Software as a Service (SaaS) model enables the convenience of learning that is available 24 hours a day, seven days a week. The scala-

bility and flexibility of e-learning even makes it possible to offer students and administrators an experience that is configurable by language preference, making it easy for a global enterprise to access, deliver and measure learning. It's been a tremendous success so far with Adecco colleagues generating 49,357 logins and 53,499 training hours on the site.

"We have numerous learning business examples where GeoMaestro has enabled us to deliver effective training across our nationwide workforce," says Thompson. "Whether it is a new hire who needs proper and consistent inception training or training for the tenured colleague who has taken the initiative to enhance skills to prepare for a transfer or promotion, we've found that GeoMaestro delivered on-demand reduces overall training costs, improves time-to-competency and offers us consistency of delivery."

Adecco has also found it to

### Challenge

Train new hires and foster "One Adecco" concept in the most effective, cost-efficient manner possible.

### Solution

Implement GeoLearning's on-demand GeoMaestro learning management platform and deliver e-learning via GeoLearning's Software as a Service (SaaS) model.

created a customized online course describing the concept of EVA as a financial performance model. Then, using the GeoMaestro LMS, Adecco was able to deliver the training course with a consistent message about this important company initiative. The training was mandatory, and more than 3,000 Adecco team members completed the program in approximately two weeks.

Adecco Group North America also had a business need to prepare new employees with baseline knowledge for its High Impact Training (HIT) instructor-led training pro-

tion-specific online learning plans containing courses and tests to measure learning and competency as a requirement to attending instructor-led training. With limited training and some hands-on experience, the Adecco Group North American training team was able to successfully create many custom courses in just a few weeks.

"The required learning plans each contain 25 to 30 courses that are generally no longer than 15 minutes. New colleagues are expected to complete one to two courses per day inside of 90 days, and may

As a fifth and final example, Adecco Group North America has also used GeoLearning's GeoMaestro LMS to implement effective systems training for the Adecco Web global front office database.

Adecco's team used an e-learning development tool called Captivate — also compatible with the GeoLearning LMS — to create "click-and-learn" simulations and quizzes to teach employees how to effectively work with this database used by Adecco's direct placement recruiters. All Adecco North America systems training will be migrated to this "click-and-learn" technology, in which colleagues actually perform the functions of the system while learning.

### DRIVING ENTERPRISE INITIATIVES

In these examples of e-learning being used to drive enterprise initiatives, Adecco North America realized many benefits of online learning:

- >> Reduced organizational effort, time and training costs.
- >> Continuous availability of just-in-time information and "refresher" training.
- >> A more knowledgeable and effective workforce.

Adecco's velocity to competency, increased employee retention, and ability to produce graduates whose core activities in sales and recruiting outpace the company average by more than 25 percent are compelling and cost-effective business results. On-demand learning has become a central component of the company's overall learning business strategy. 

To learn more about GeoLearning solutions, visit: [www.geolearning.com](http://www.geolearning.com).

**'Live classes are typically shorter due to students having already learned much of the content online, therefore saving money.'**

**—Rich Thompson**

be a very viable option to deliver corporate initiatives like its EVA (Economic Value Add) program.

Recently, Adecco Group North America faced the challenge of communicating a universal and consistent message to every employee about the concept of EVA and how employees have the ability to positively influence it. In response to this need, Adecco

program headquartered in Cincinnati, Ohio.

New employees had been sent to training without any on-the-job training. Therefore, the class had been very content heavy, leaving little to no time for practical application exercises. Using Articulate, a rapid e-learning course development tool compatible with the GeoLearning LMS, Adecco created line-of-business, posi-

not attend HIT without 100 percent completion of their online curriculum," explains Thompson. "This has enriched the classroom experience with the reiteration, repetition and practical application of concepts learned online. Live classes are also typically shorter due to the students having already learned much of the content online, therefore saving money."