

CUSTOM CONTENT CASE STUDY:

BLENDED LEARNING FOR THE WIN FOR TRANSPORT FOR NSW

imc.



The Customer:

- » The state transport body for New South Wales, Australia
- » 10,000 employees state-wide
- » Manages over \$100 billion in property and equipment assets
- » Responsible for roads, rail transit, ferries, and related infrastructure

The Challenge

With over 6,000 kilometres of railways and 185,000 kilometres of roads to maintain – and over 750,000 journeys each year on public transit alone – keeping all travellers safe and looked after is a very big job. Fortunately, TfNSW has over 10,000 employees at its disposal. But providing them all with the training they need is another very big job, and neither in-person training nor online training is sufficient on its own.

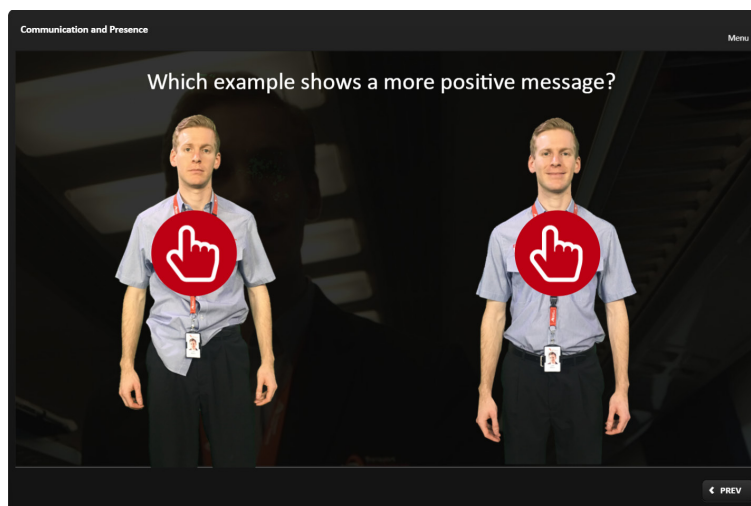
- » Dealing with vulnerable or unruly customers is an essential skill for which live-action training is essential
- » With a huge staff spread far and wide, in-person training isn't always practical
- » Integration with existing system required, for tracking completion and results
- » Simple user interface needed – not all TfNSW employees are tech-savvy



The Solution

Blended learning, which combines online tutorials with in-person training, offers the best of both worlds.

The e-learning programme, designed by IMC, provides a preface to TfNSW's face to face training. Now when train officers begin their classroom training, they all share a foundation of knowledge in the essentials of how to handle vulnerable or difficult customers, as well as how to communicate and carry themselves on the job.



A screenshot from the learning module developed for TfNSW by IMC

Content

Issues covered in the e-learning modules include assisting vulnerable customers, dealing with drunk or disorderly customers in a professional manner, when and whom to call for assistance – and what not to do.

Subtleties like how to avoid being condescending are covered as well. Through a series of scenario-based videos and interactive quizzes, learners see good and bad examples of customer service, communication, and personal presentation. Characters are developed for each scenario, providing a realistic setting with TfNSW branding. All five modules are presented in an easy-to-follow interface that is accessible at all skill levels.

Results

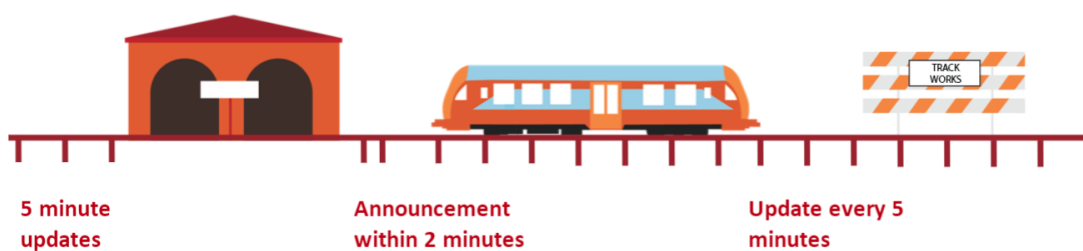
TfNSW has seen positive change from the e-learning programme “The modules look amazing,” says Ana Zuza, NSW TrainLink’s organisational development business partner.

“It’s a really effective, easy to use streamlined experience which engaged our learners and made an audience scared of technology comfortable using digital learning.”

The project is successful, but it’s not done. “We are really hoping to engage IMC again for future projects,” Zuza continues. “There is a lot of potential work in the pipeline and a large regional audience to deliver content to!”

Timelines – use common sense

Make announcements as soon as you know the train is running late.
Minimum guidelines for timing of announcements are as follows:



A screenshot from the learning module developed for TfNSW by IMC

Awards

TfNSW and its authorised officers aren't the only winners with the blended learning programme.

The LearnX Foundation, a non-profit organisation that promotes innovative learning solutions in the workplace, recognised IMC at its 2018 LearnX Impact Awards. The TfNSW training videos won gold in the "Best Video and Blended Learning Programme" category.

