



Bayer's HR Development team identified a requirement to expand the training and support offered to users in order that they were equipped to gain maximum benefit from technologies being introduced across the group.

The Background

Global healthcare and chemical company Bayer UK Limited's increasing investment in enterprise technologies was considered crucial to its continuing success. Early in 2002 the Human Resources Development team decided to review the training services they offered to users. After assessing the requirements of the business and the 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.

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 user requirements
- Learning retention - address the need to increase knowledge retention
- Support and mentor - assist with the cultural move to a blended solution

The Solution

As a Global Knowledge Certified Business Partner, Larmer Brown had worked with its products since 1994. Having provided services to Bayer plc since 1984, they were well positioned to take an informed and innovative approach to Bayer's blended learning requirements.



Technical



Content
Development



Training

Case Study: Bayer UK

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 had undertaken training either via Knowledge pathways or in the classroom.
- Mentoring support and one to one coaching - consistent, non-confrontational contact from mentor dealt with system and user problems as they evolved.

The Results

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 commented, "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 e-learning in terms of product uptake and productivity, such that one of our business divisions invested in the project before its completion."

Global Knowledge Software was acquired by Oracle in November 2008 and the software previously known as OnDemand Personal Navigator is now User Productivity Kit (UPK).

About Larmer Brown

Larmer Brown offers a portfolio of products and services to support clients through each phase of their system implementation or upgrade. Our offerings accelerate each stage of a project, including Change and Communication, process mapping, user acceptance testing, training and support to ensure that our clients' risks are minimised and the benefits are realised.

Larmer Brown is an Oracle Gold Partner. We are also a Reseller and Services Partner for dominKnow Learning Systems and ENGAGE, and a Services Partner for CA Technologies.