



With the objective of changing our customer training for the CustomerSoft ESP call center solution from an onsite instructor led training to a web-enabled online training program, we established a relationship with Knovada Knowledge Systems to implement their Learning Management System. We chose the Knovada solution for their software flexibility; modular integration; user controlled configuration; web-based architecture; and their rapid implementation cycle.

To be competitive with our call center solution in both the domestic and international markets, we believed that minimizing our ESP training costs was critical and that to continue with the traditional instructor led classroom training approach would not allow us to achieve this objective. Through the deployment of the Knovada Learning Management System, we were able to convert our training courses to formats which are accessible online; using the LMS, our clients were able to take these training courses without having to leave their desks; client managers were able to schedule their employees to ensure such training was completed within established timeframes while balancing the workload to minimize any disruption for those employees who were taking the training; and the performance of each employee was objectively evaluated with the results being reported to their manager.

Based upon the success of this new training approach, we have since made additional online courses available to our clients which relate to ancillary systems which are supported by ESP such as Crystal Reports, Microsoft Office, Microsoft Outlook, etc. through an online curriculum made available by Knovada. Since there is a cost associated with each of these courses, Knovada provided a process whereby our clients could browse the online courses available; select the course(s) for training; and arrange for payment of these courses through either an automated credit card process or a client specific purchasing account.

We have just recently expanded our web-enabled training program to now include a wide array of online courses available to both our current ESP clients and the general business community on a global basis.

Don L. Brower
President & CEO
CustomerSoft