

Trinity Mirror plc

Since our launch we have had over 3,500 learner interactions with e-learning modules, tests, surveys, and files. This is just the beginning, over the next months we will push the system to communicate, capture, and complete the online learning experience that we promote throughout our Learning and Development team and throughout the business.

This LMS is not just for passing tests, it will also be used as a social gathering space, a resource base, and a place for self-development.

Sector

Media & Publishing

Location

One Canada Square, Canary Wharf,
London

Data

Number of people trained: 1658
Timeframe: 11 January 2013 to 3 June
2013

Company Website

www.trinitymirror.com

For Reference

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"WHEN WE WERE FACED WITH CHOOSING A NEW E-LEARNING PROVIDER, I HAD 4 HEADACHES THAT I WANTED TO GET RID OF - FOREVER!

- I WANTED TO MAKE SURE ANYONE IRRESPECTIVE OF WHAT EQUIPMENT OR BROWSER THEY HAD COULD GET ACCESS TO E-LEARNING
- I WANTED A SYSTEM THAT WOULD ENABLE US TO IMPROVE THE QUALITY OF OUR CONTENT
- I WANTED TO START TO EXPLORE SOCIAL LEARNING AND A SYSTEM THAT HELPED US IN THIS WAS HELPFUL
- I WANTED MY CUSTOMERS TO HAVE A POSITIVE EXPERIENCE AND FOR EVERYTHING TO WORK SMOOTHLY

RESULT SO FAR...
HEADACHES GONE AND I'M SLEEPING SOUNDLY!"

STEVE TINNISWOOD
DIRECTOR OF LEARNING AND DEVELOPMENT

Company

Trinity Mirror, with an award winning portfolio of newspapers, websites and digital products, is one of the UK's largest multimedia companies employing over 5000 team members in over sixty locations across the UK.

Our portfolio includes five national titles with a combined readership of seven million. We produce 130 regional newspapers with a 5.1 million combined readership. We deliver digital content to over eight million internet users on a monthly basis and over 1.5 million users access our mobile sites.

Our story is one that has evolved over time, beginning with just a single local publication. The Trinity Mirror portfolio now spans the country and our publications, websites and digital services bring news, entertainment and new opportunities to local, regional and national audiences every day.

Customer Challenge

Our challenge was to promote a new way of learning online to a traditionally classroom based workforce that had already had exposure to a few E-Learning systems. We aim to provide quality and customised programs for learners across the UK and needed a platform that would allow us to expand our training pedagogy. The tools that we used to author and deploy training needed a system that was in line and ahead of the times.

We wanted to offer unique online training for learners at every level in the business, on any browser, operating system, or device of their choice. We needed our new inductees to have access to induction programs before they joined the company. Our Managers needed access to coaching and leadership courses that could be accessed amongst their busy schedules.

Our Sales Academy constantly provides face to face training for our sales teams across the UK. We needed a way to enforce and track these lessons using a cloud based LMS. Our Commercial systems trainers need to deploy online demos of the various systems that we house within the company, so we required a system that would be able to incorporate learning objects that were created externally, yet still able to be reported on.

We were hunting for a system that could be relied on when it came to reports. We deploy learning that is audited annually by external authorities, and were in need of a way to easily produce accurate metrics that would give us answers to the effectiveness of our training and the level of understanding of our learners.



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Solution

We compiled feedback from our existing system, and reviewed best practises from a previous corporate wide rollout. Our mission was to use system weaknesses to produce future positives. We looked at many top learning management systems in the market and made the decision to go with Docebo.

For us Docebo just made perfect sense. We had recently migrated to Google Apps, so our need for an SSO solution was high on the wish list for our learners. We learned that this product was easy to integrate and was well rated within the Google Apps community.

Docebo worked seamlessly with our Mac and Windows based platforms, as well as being highly compatible with web browsers such as Chrome and Safari.

Benefits of the cloud based LMS meant that our learners could reach their educational and informational resources anywhere they could connect to the internet and from any device. When looking for a solution we needed to provide one solution that would suit our current and future learning needs. Docebo provided mobile device compatibility and the possibility of integration with our enterprise applications. When the time comes for us to make use of virtual classrooms we know that we have the foundations available to turn that into an actual reality.

Every day we advocate the use of social media through various mediums and it's great to know that our LMS is well equipped and gaining ground in this arena.

Being a developer and well as a designer I truly appreciate that fact that I can work with design teams to create video and sound while incorporating this media as learning objects within the LMS. One is not tied down to a specific e-learning authoring tool and can create a rich collection of links, video, and interactions to engage our learners.

Results

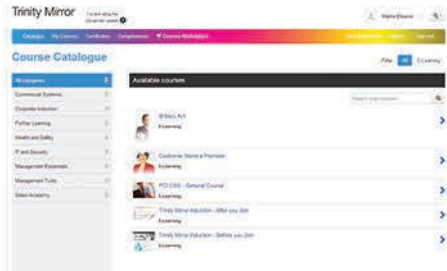
We launched the new LMS in January 2013, and since then we are able to see who has accessed courses and our learners' least favourite interactions. We are now able to make better decisions as to what courses need to be updated and which formats work best.

Learners are engaging with courses created with our new e-learning tools and are commenting on the difference between our legacy modules and our newer modules. We will be undertaking an exercise to update our legacy content and to introduce 'Social Spaces' which will help to reinforce discussions that take place in the classroom setting.

Our HR teams and our learners are able to easily track their learning history and help desk calls have decreased dramatically. Single sign on has definitely been a benefit to all of us. Learners are now able to access their e-learning with minimal effort.

Users of the system comment on how the new LMS is visually pleasing, and how the option of a course catalogue has been beneficial to viewing what's on offer as this option was not available prior to this LMS.

Our Mac users are now using their own workstations to access and complete e-learning programs. Hundreds of course completion certificates have been awarded on-line. Our Customer Service Promise induction is our most accessed course. We can also see which of our businesses use the LMS the most.



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