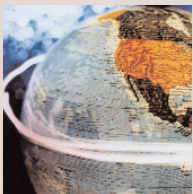# ALLTEL

One of the largest telecommunications companies in the U.S, with over 25,000 employees, Alltel turned to NETg to develop an e-Learning curriculum to reskill its global workforce on the newest product advances. The NETg program is driving significant savings for Alltel and usage is skyrocketing.

About ALLTEL

ALLTEL Corporation (NYSE: AT) is a leader in the communications and information services industry with over $7.5 billion in annual revenues. ALLTEL serves 10 million communications customers in 24 states, and provides information services to telecommunications, financial, and mortgage clients in more than 50 countries.

Keeping pace in the volatile telecom world

To compete effectively in the highly competitive telecommunications industry, ALLTEL must continually train its technical professionals to take advantage of the latest advances in DSL, Asynchronous Transfer Mode (ATM), Frame Relay, voice-over-IP, and more.

"Ensuring that our people have the knowledge and skills to rapidly deploy state-of-the-art technology and deliver the best customer service is absolutely critical to sustaining our competitive advantage and increasing shareholder value," says Rich Cosgrove, ALLTEL Training & Employee Development Manager.

ALLTEL's training organization set out to develop a comprehensive, ALLTEL-specific curriculum on emerging technologies and deliver it to 2,400 frontline and back-office technicians in multiple locations nationwide.

Given numerous obstacles—limited training staff; budget justification; and geographically dispersed learners with tight schedules, varying backgrounds, and limited access to training facilities—ALLTEL decided up front that the solution must be web-based. This posed an additional cultural challenge, as ALLTEL employees were not accustomed to e-Learning methods.

Personalized learning for ALLTEL technicians

"Frankly, we met with all the top vendors, and no one came close to NETg," reports Cosgrove. "We were so impressed with NETg's customer support. And NLO+, their learning object customization tool, far exceeded the competition, enabling us to tailor learning to the exact needs of our technicians in a way that no other provider could match."

Pulling from a sample of 1,700+ NETg IT and desktop e-Learning courses, ALLTEL used NLO+ to seamlessly interweave selected NETg content – covering fundamentals such as LANs, WANs, TCP/IP, B-ISDN, and SMDS – with ALLTEL-proprietary content, resulting in a completely customized, 7-course data and broadband curriculum called "Datatrak."

> " *From day one, it was clear that NETg was genuinely dedicated to customer service and support. From technical implementation to end-user marketing and promotion, NETg actively partnered with us to ensure the success of our learning initiative.* "
>
> Steve Mosley
> Vice President, Training & Employee Development, ALLTEL

A workgroup-specific curriculum created with NLO+

The 7-course, 35-hour Datatrak curriculum was developed, tested, and launched nationwide in just 60 days. "One ALLTEL staff member was able to single-handedly create the entire Datatrack curriculum in record speed using NETg's one-of-a-kind NLO+ tool" notes Cosgrove. "This is a testament to the cost-efficiency and ease-of-use of the NETg solutions."

NLO+ enables ALLTEL to mix and match thousands of learning objects, delete overlapping content, organize the flow of learning from basic to advanced concepts, and create personalized learning paths for different types of technicians. "Now we can be sure that each and every ALLTEL technician gets the right amount of learning; and learning that correlates directly to their specific job role and objectives." says Cosgrove.

Flexible deployment and LMS integration

ALLTEL delivers Datatrak through ALLTEL University, the company's online learning portal, enabling technicians to develop their skills around the clock, whether at the office, on the road, or at home. In remote locations where connectivity is an issue, ALLTEL distributes the curriculum via CD-ROM.

Datatrak also interoperates seamlessly with ALLTEL's TrainingServer learning management system. When a student registers for a Datatrak course, TrainingServer automatically monitors their progress, giving ALLTEL an easy way to track, analyze, and measure learning usage company-wide.

Bottom-line impact and beyond

"When you account for the cost of classroom-based training, travel expenses, and time off the job, we estimate that the Datatrak e-Learning program saves us an average of $500,000 per year," says Cosgrove. "Thanks to our partnership with NETg, we're now able to provide highly tailored training to more workgroups, in less time, with lower costs, and greater convenience."

While the Datatrak initiative originally targeted 2,400 technicians, effective marketing and promotion has made it the required data and broadband curriculum across the entire company of 26,000 employees – further bolstering the program's ROI. Less than a year after program launch, Datatrak participation exceeded 43 percent.

A broad cultural shift

The resounding and widespread success of the Datatrak program has also secured the role of e-Learning as a mainstay of the ALLTEL culture. The company's online learning portal now features 400+ NETg titles to meet the ad hoc training needs of every workgroup across the organization. Building on this momentum, ALLTEL plans to create a customized "Managementrak" curriculum in the future, targeting the unique training needs of its frontline managers and supervisors.

Customize

" Providing our field technicians with state-of-the-art training – on their terms and schedules – not only helps them do their jobs better day-to-day, but it keeps the top talent in our camp. NETg e-Learning is absolutely fantastic – just what we needed! "

Rich Cosgrove
Training & Employee Development Manager
ALLTEL

THOMSON ™
NETg

Find. Learn. Measure.
www.netg.com