



## Training Others

Maximise the effectiveness of training to external bodies

Extend your training and service offering to improve sales effectiveness. Increase training flexibility and reduce costs.

Managing training of external bodies can be an administrative headache, especially for those who have a limited or non-existent formal learning management system. Having an insufficient method escalates costs and introduces frustration in managing or reporting on training programmes.

Cobent facilitates training to various external bodies including:

- **Distribution networks**
- **Customers**
- **Professional Association Members**
- **Contractors**
- **Suppliers**

### WHY COBENT SOLUTIONS?

Cobent has extensive experience in the learning and training market and has been at the forefront of assisting organisations to streamline external training programmes in order to meet business and training objectives. Cobent continuously works with subject-matter, industry and technical experts to refine and develop solutions that are optimised to meet diverse requirements.

Cobent solutions provide the flexibility to meet small company to enterprise level requirements and are robust enough for continuous reliability and performance – allowing the system to grow and adapt with your organisation.

Cobent has a proven track record of successful implementations throughout the UK, Europe and US, and has helped organisations to cost-effectively fulfil and exceed their training objectives. Cobent clients include: DSG International, London Business School, CIPFA, OCPA, and Bureau Veritas.



Cobent solutions assist organisations to improve external training programmes and meet objectives by:

### INCREASING SALES EFFECTIVENESS

For many organisations rolling out new or updated product and sales information to external distribution channels is a fairly informal process. Typical scenarios include, simple mass emails, information only on request, and 'wiki' type information portals. Although information may eventually get passed through, these informal methods do not allow an organisation to track, manage and monitor sales training in order to improve sales effectiveness. Cobent solutions provide a formal way to manage external sales training by:

- Providing a centrally controlled learning environment for easy and rapid creation, deployment, tracking, management and assessment of training programmes.
- Delivering an easy-to-use and secure environment for flexible learning, regardless of time-zone or location.
- Enabling the sharing of knowledge, best practices and market information across the enterprise.



### Benefits Highlighted:

- Manage any training requirement to a large number of external individuals
- Extend the service offering with a blended learning environment, improved support services or an ecommerce facility
- Provide a flexible learning environment
- Reduce training costs such as; travel, venue and equipment hire
- Improving sales effectiveness with competent sales channels
- Automate enrolment, delivery, assessment and certification processes to reduce administration costs
- Maintain traceability and auditability of all training records
- Effectively share best-practice techniques throughout the organisation
- Measure learning for continuous improvement to gain competitive advantage
- Build a communication platform for feedback and relationship building

## EXTENDING YOUR SERVICE OFFERING

Making information easily accessible is one of the ways an organisation can differentiate itself from competitors to gain competitive advantage. Cobent's learning and training solutions allow organisations to extend their service to external bodies by:

- Providing online support services to customers, improving customer service and reducing in-bound support calls
- Enabling professional bodies or training companies to sell courses online through LCS's e-commerce module and automated certification
- Providing an effective communication and support portal to new franchisees and their staff.



## REDUCING COSTS

By automating and streamlining training processes with Cobent's learning management systems, organisations will not only reduce the amount of time spent on administering training but it will also significantly:

- Reduce the number of administrative hours needed to manage training processes
- Cut-down on printing costs in favour of electronic documentation
- Reduce costs associated with classroom based training including, travel, venue hire and equipment hire



## COBENT SERVICES

Cobent provides a full product and service offering across multiple specialist industries, regardless of subject-matter or business requirement. Our services are broken into three main areas:

**Learning Management Systems (LMS)** – Web-based, fully compliant tools that provide organisations with the ability to easily develop, deploy, track, assess, monitor and manage online, classroom based and on-the-job training.

**Business knowledge and consultation** – Expert advice and consultancy services, to optimise your training programmes based on extensive industry expertise and best-practice knowledge.

**Content supply and development** – Collaborative content authoring tool for easy content creation and updates. Supply of bespoke and off-the-shelf content, to meet training needs.

## NORWICH UNION -CUSTOMER CASE STUDY

In 2008, **Norwich Union Risk Services**, part of Norwich Union, launched its 'Workforce Health & Safety' training portal, in

order to help its customers improve the standard of health and safety in the workplace.

The engine behind the portal is Cobent's LCS, providing Norwich Union with the means to easily sell and deploy online training for a number of health and safety related topics to insurance brokers, insured business customers and other organisations who benefit from the online training.



## FIND OUT MORE...

Visit our website [www.cobent.com](http://www.cobent.com) for further information, to see screenshots and recorded demonstrations or **Contact us to see how we can assist your organisation**

## Cobent Services:

- Supply and implementation of fully compliant learning management tools
- Supply and implementation of collaborative authoring tools
- Consultancy and advice based on 'best-practice' knowledge and industry experience
- Development of bespoke content based on specific learning and business requirements
- Supply of off-the-shelf content for rapid deployment

## Selected Clients:



*"Cobent LCS delivers the mix of performance, compliance and flexibility that we – and our clients – demand. The latest round of business wins demonstrates its attractiveness as a learning management solution."*

**Rob Castledine,**  
Business Director  
Bureau Veritas Training

## COBENT LIMITED

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