



**IMPLEMENTING AN EMPLOYEE LEARNING, EVALUATION,
AND REWARDS SOLUTION.**

A White Paper Prepared by Strategy9



We build marketing intelligence.

Introduction

In today's corporate environments, training requirements can vary greatly from one department to another. Ensuring curriculae are current, relevant, and engaging is a difficult, time-consuming and expensive task. Adding to the burden, geographic and internal corporate separation can make delivering such curriculae inefficient, expensive and ultimately ineffective. Further complicating the task of providing effective corporate training is the common indifference to training shown by many employees. Training programs which are voluntary can be even more difficult to implement with effectiveness. This whitepaper explains how an Employee Learning, Evaluation, and Rewards Solution can help better manage an organization's training programs.

Engaging Employees

In order for your business to enjoy high productivity in our global economy, active engagement of employees in their jobs and work is necessary. To foster continued employee interest and learning, the proper skills and knowledge training must be provided. EmployeeIQ is a fully integrated e-learning system, which creates an interactive and enjoyable training process.

Online training can lead to increased retention and a stronger grasp on subject matter. Dynamic learning material that reinforces the company's image and messages can be created by incorporating a variety of elements such as text, audio and video.

EmployeeIQ is designed to allow businesses to train their employees at a self-paced manner with the purpose of providing both initial training and an outlet to encourage further learning. Flexibility is provided within this system so that learning and evaluation can be completed at any time to fit into the busy schedules of all employees.

Access to Training Material

Providing information and training material online is an effective method of educating employees. Not only is it more cost-efficient than print, but it is easier and faster to manage. Textbooks and training manuals can be very expensive, especially when the need to update material arises. You may be able to write business policies in stone; however when it comes to the actual business and its products, services and procedures, flexibility must be allowed in order to reflect the organic growing nature of the company.

Tracking Participation

EmployeeIQ has an integrated backend administration system that tracks employee movement and provides a record of the information is being accessed. Through the use of advanced web analytic tools, the movement of employees throughout the training module can be tracked. The reporting interface allows you to monitor when employees are logging in, and which pages they are viewing. The testing questions and responses are recorded so you can see what questions your employees are successfully answering and where difficulties or misconceptions may exist.

Consistent Evaluation

Online testing provides a consistent evaluation environment with randomized question delivery. Each employee is exposed to a variety of questions, which mitigates answer sharing. Questions can be modified on a continuing basis, to provide an ongoing challenge and to ensure that new material is covered.

Rewarding Participation and Success

Recognition is an important aspect of training in that it boosts employee motivation and morale. EmployeeIQ features the ability to incorporate a reward and recognition element in order to create an incentive to learn and succeed. Points obtained through testing can be offered up as rewards for prizes, bonuses and promotions. EmployeeIQ can be integrated with an online store or auction component which allows employees to immediately use their points to purchase or bid on items.

Reporting and Analysis

Accurate results are available on demand. Comprehensive reporting ensures you can keep an eye on your employees' progress without having to rely on subjective trainer feedback. The backend reporting system records all data for immediate or future analysis. Statistics can be gathered to analyze the data in a variety of segments and assist in focusing training needs. Relevant reports can be furnished in order to interpret the data and provide a valuable analysis opportunity. The reports enable analyzers to view statistics for individuals, employee groups, departments, and geographically dispersed locations. Data can be classified into segments based upon employee positions, office locations or training content, making it easy to evaluate specific areas within the company.

Conclusion

Online training saves time, money, resources, and it delivers measurable, tangible results. Instant access to information is one of the driving factors in today's economy. The key to success is moving knowledge from the people who have it to the people who need it. EmployeeIQ gives your company the power to customize learning material, distribute it through a successful channel and watch employee performance grow.

About Strategy9

Strategy9 is a leading provider of data-driven, web-based marketing, email, training, loyalty, CRM and database solutions. Integrating database expertise, traditional direct marketing methodology, and state-of-the-art online systems, Strategy9 is a visionary company bringing internet relevance and usefulness to Fortune 500 companies and SMEs. With millions of online interactions with employees and customers worldwide, Strategy9 has helped some of North America's best known companies including TD Canada Trust, Ontario Lottery and Gaming, CIBC, Brewer's Retail, Union Energy, CN Rail, and Fairmont Hotels.

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