



Better customer service through better training

The Oasis IT systems training program at Barclays Bank plc

Barclays is one of the largest financial service groups in the UK. Barclays has been involved in banking for over 300 years and operates in over 60 countries with over 74,700 employees. It has pioneered the use of IT in the banking sector, being the first bank in the UK to get computerized, the first ATM in the world, and the first bank to set up a Web site.

THE NEED FOR E-LEARNING

In an effort to take yet another stride in customer service, Barclays Bank plc deployed Oasis—a new software system—to handle its back-end operations. It sought to project a contemporary image, in keeping with its pioneering achievements in computerization in the past. E-learning was perceived to be the best option to enable its users to quickly acquaint themselves with the new system.

HOW OUR SOLUTION HELPED

Effectively reaching the young target audience at Barclays was a challenge for the team at Tata Interactive Systems:

- The user interface design had to capture the interest of a target audience comprising college graduates and young staff.
- The target audience was comfortable handling account queries only over the phone—transition to the e-commerce mode had to be done in a user-friendly manner.



The training developed by Tata Interactive Systems adopted a youthful style that matched the learners' profile and helped ease the transition to a new system.

The need to captivate a youthful audience called for an innovative approach to interface design and training methodology. Tata Interactive Systems' treatment had the following unique features:

- Elements from the immediate work environment that users could relate to—post-its, table lamps, coffee mugs, etc.—were used to facilitate the migration to the new system.
- Extensive use of graphics and the vibrant user interface kept the young audience engaged.
- A strong narrative style using voice-overs and an upbeat tone also helped grab the young users' attention.

TECHNOLOGY USED

The products were developed using Macromedia Director.

SOME SAMPLE SCREENSHOTS

The screenshots offer a brief glimpse of the OASIS training program. To experience our products at work, you may view our demos by registering online at www.tatainteractive.com.



All the learners are assigned unique usernames and passwords to enable them to access the course.

Vibrant, graphic-rich user interface appeals to the young audience.



Simulated learning environment makes transfer of learning to the actual work environment easy.

