



An e-induction program for Orange

Presenting a consistent brand image to new recruits

Orange is the leading mobile operator in the UK. It is at the forefront of innovation in the mobile world, with operations in more than 20 countries. It serves over 50 million customers worldwide with a network spread across 100 countries.

THE NEED FOR E-LEARNING

Orange sought to ensure that all their new employees were equipped with the basic knowledge about the company and its policies to enable them to effectively perform the duties attached to their particular roles. They also needed to ensure that all the new employees imbibed the culture and values of the company, helping it meet its business objectives effectively.

An instructor-led induction program using PowerPoint slides was employed earlier but consistency could not be maintained in the training. They needed to develop a training program that would convey a powerful and consistent brand image to all the inductees while orienting them to the company. They decided to implement an e-learning program and were on the lookout for a solution vendor who could be relied on and chose Tata Interactive Systems to execute the task.

HOW OUR SOLUTION HELPED

Tata Interactive Systems developed a customized Web-based training program to take the new employees on an online journey to discover the world of Orange. The program was designed to fulfill several requirements. It had to:

- Be engaging enough to retain the learners' interest.
- Cater for all classes of employees.
- Meet the requirements of the brand guidelines and convey Orange's brand image.
- Inculcate a culture consistent with the Orange brand.
- Be hosted on the Orange LMS.



The success of the program is best demonstrated by the fact that it led to a great deal of interest in the development of more e-learning programs within the organization.

The Web-based training program comprised three main modules, divided into sub-topics. The approximate duration of the course was two hours. The program enabled the inductees to find their way around the company and offered several special features:

- An animated bus that took the new inductees on a journey through the world of Orange, providing vital insights into the company.
- Simple, friendly, and visually appealing screens, reflecting the values of Orange.
- Imaginative and interesting user interface and activities, without compromising instructional integrity.
- The Orange corporate color scheme and logo to highlight the brand identity.
- A Learning Management System to track the inductees' progress.
- Links to specific documents hosted on the intranet, making it possible to update the program at any time.

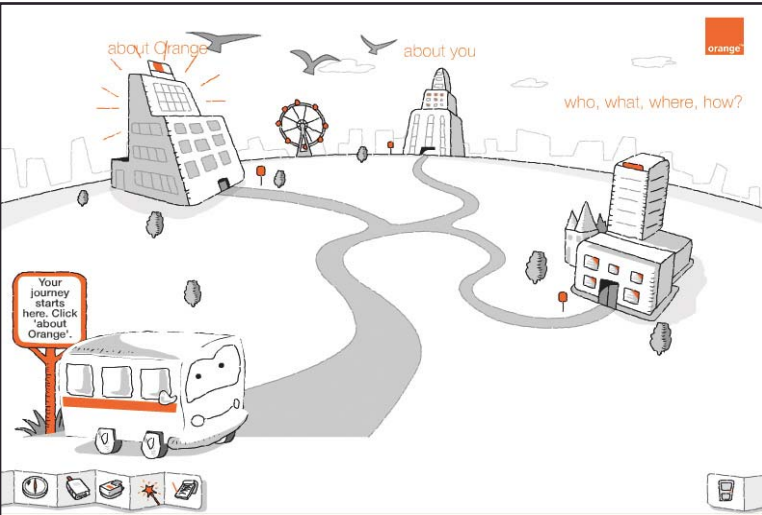
The program offered many innovative functions, like an animated "fairy godmother" to help and guide the inductees. It also offered bookmarks, notepads, and print facilities for the convenience of users.

TECHNOLOGY USED

The entire training program was developed using Macromedia Flash and XML.

SOME SAMPLE SCREENSHOTS

The screenshots offer a brief glimpse of Orange's e-induction program. To experience our products at work, you may view our demos by registering online at www.tatainteractive.com.



A fairy godmother guides the learners through the course.

The visual approach, simulating a journey into the world of Orange, adds to its user-friendliness and appeal.



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