

IBM CUSTOMER FACING SOLUTIONS



Human Resources Development Canada

Web-based training communicates new branding initiative

Challenge

As part of the Modernizing Service for Canadians initiative, Human Resources Development Canada (HRDC) consolidated 170 websites into one Internet channel with two different looks to reflect both the Human Resources and Skills Development Canada and Social Development Canada departments. HRDC needed a way to communicate the new look and feel of the website, as well as the business reasons for the change, to their front-line staff and managers.

Solution

Our Learning Content team developed a managers' toolkit for training and communications to front-line service staff prior to the launch of the new site. As part of the communications package, we developed a 20-minute, interactive web-based training (WBT) course to present the look, feel, and functionality of the sites to the front-line staff. The WBT used the same style and concept as the other communications materials to continue the theme and allow the campaign to be easily recognizable.

Results

Our team delivered fully interactive web-based courses in both English and French as well as e-mail communications to managers describing the rollout of the training and how to access the Quick Tour on the intranet site. As a result of the communications program, front-line staff can quickly and easily understand the look and feel of the website and explain the reasons for their consolidation.