

Return On Investment, ROI

It is in an integral part of our values that training must clearly demonstrate a clear Return On Investment, ROI, which can ultimately be measured in achievement of business objectives. Our clients tell us how they want to measure the ROI of the training that we deliver to them. The following case study of an education solution we recently developed and delivered to one of our clients is a good example of this:

Technical Support Hands on Trouble Shooting Courses

ROI Case Study

Our client's Technical Support teams throughout the EU needed to see a clear improvement of their Mean Time To Repair (MTTR) returns. This is the mean time, over a month between a customer reporting a problem, and the problem being resolved, and is usually measured in hours.

For many customers, time to repair falling outside their contract meant that our client would be liable to pay the customer financial penalties. So the ROI objective was to see a substantial reduction in MTTR as a result of the education programme we developed and delivered using our Cisco lab, we emulated the clients network, giving delegates live hands on training in a real yet safe environment.



Part of the Cisco Emulation Lab used to develop and deliver the hands on programme

As a starting point in measuring ROI, the delegate feedback is always a first indication of the accuracy of the training delivered. The following testimonial from a team leader in Belgium had this to say of his team after we had trained them (English is not the first language!):

"I would like to give you some feedback on the technical trainings you have been working on with Chris Thompson's team...

Both trainings have been delivered in BE and people, as well as their Team Leaders, were really enthusiastic about it (you probably saw the feedback forms).

The trainers, James and Marcos, have really been very professional. They have been preparing and reviewing the material with all our specific requests (and managed to catch and provide exactly what we needed). They listened to all the comments mentioned during the pilot session and used them to offer an excellent training. But they were also checking how to improve their training every day (always starting early in the morning and leaving late in the evening).

People really enjoyed their way of teaching and how they could clearly explain very complex stuff (using some examples of every day life....).

They were available during the labs for people who needed additional explanations or help to answer the questions.

I think the conclusion is that the experience was really successful.

Thanks for the work and collaboration on all sides."

However, IDT have consistently maintained that ROI is much more than the delegate evaluations. The business managers who commissioned the training wanted it to meet a specific business need. So to us, their feedback was a more accurate measure of the effectiveness of the training. The feedback that came back to us from one of the team leaders gave us the first indications that we were delivering training with clear ROI effectiveness.

I would like to thank you for your commitment, drive, expertise and excellent teaching skills you have demonstrated in Germany over last three weeks. Your professionalism concerning organisation of the course and set-up of the equipment as well as your incredible talent to present simply network complexities to Level One support, at the same time making it interesting for Level Three support were greatly appreciated by the Technical Support audience here in Germany."

Encouraging though this level of feedback is, ROI in our view, has to be assessed by measurable parameters. Below is an excerpt from a subsequent E mail that was sent to us at the end of the training programme.

"I have just forwarded to you the note about EU MTTR for customer problems being at its lowest in November which among other factors was due to the very good education delivered to us."



Hands on training in Ontario, Canada.

It is business needs such as this that drive the education programmes we design and deliver.

This is just one example of the many of the ROI success stories of which we are proud to have been a major contributor. Building on this reputation, our reach has become global, including delivery of instructor led events in Ontario Canada, Johannesburg South Africa, and Internet based virtual class room

training for delegates in Sydney, Australia.

Our Business Philosophy

All this is possible because we actively seek partnership and collaboration with our customers to promote their success. This is reflected in our pricing policy, and our commitment to any project we undertake. That commitment entails going out of our way (at no extra cost) to make sure we understand our clients education needs, and partner with them to fulfil those needs. We believe in accountability to our clients. This can include monthly or weekly reporting of our activities, and taking ownership of our clients' business objectives in the way that we develop and provide training.