

Case-Study:Drona for Fullerton India.

Overview

Learning & Training Needs of Large Enterprise with widely dispersed workforce and no dedicated desktops was a challenge with Fullerton India. Timely training, faster go-to-market, accurate information at any time were the need of the competitive market.

Drona helped Fullerton solve the issue with simple authoring tool, easy distribution and in-depth analysis of the training modules. Assessments were also conducted using Drona, and performance measured without any manual intervention.

Results:

Increase in real-time capability.

Utilization of un-productive hours to its best.

Connects employees to essential information.

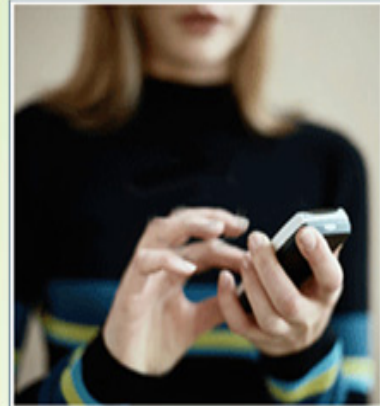
Convenient, well –accepted solution.

Enforcement of training was made easier.

Fullerton India

Fullerton provides a complete range of financial products and solutions, customized to the requirements of mass market and low income population segments. They follow a customer centric, community based business model.

Fullerton India is a subsidiary of Fullerton Financial Holdings Pte. Ltd., a wholly owned subsidiary of the US \$100 Billion Temasek Holdings, Singapore



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Problem Statement

Fullerton has a large mobile Sales force of which majority of them do not possess a dedicated desktop due to which their training is limited to only dedicated trainer based training or correspondence training.

They also have constantly evolving Credit products due to which their time to market is hampered since

the product information and training takes the chunk of the time.

Another problem that they faced was incorrect information being provided to their customers sometime due to inability of their Sales force to access information on the go, inviting the ire of their customers.

"It gave Fullerton personnel the tool they needed to solve their training gap over distributed workforce without desktops. Now, it's all at their fingertips."

Fullerton - Profile

Industry: Non-Banking Finance

Region: India

Company Size: Large Enterprise

16000+ employees.

Branches: 800 centers

Deltacs Solution: DRONA



Objective

The Objective of adopting 'DRONA' was basically to cut the training and information delivery time for all the employees and more specifically the Sales force so that they ramp up quickly on their existing as well as new products and in turn cut down their time-to-market.

Secondly Fullerton also wanted to gauge the effectiveness of their present training as well by pushing assessment modules which will give them fast track results.

Third but not the least they also wanted to enforce some mandatory compliance trainings by which they could stop their current issues of giving wrong information to their customers by providing just in time information on their cell phones.



Solution

Fullerton used 'DRONA' in the following aspects:

1. Fullerton Learning & Development team used Drona-Authoring to develop product based training modules with different types of contents like textual, presentations (information slides), and audio clippings.
2. They scheduled the delivery of all different modules aligning with their product releases and launches and also provide critical basic training modules which could be used generically for on the move information.
3. The Learning & Development Heads and management team were given a login to access the MIS using which they could access different tracking and scoring information.



Process

Following the research phase, Short term and Long term goals were defined and an implementation process and strategy was designed so as to stick with the timelines based objective.

The Implementation Process was taken in 2 Phases:

- I. A Pilot Implementation on DRONA servers for first 3 months. (SaaS model).
- II.A Complete In-House implementation on Fullerton Infrastructure thereon.

Technology

Solution basically consisted of 3 components:

1. Drona Authoring – .NET based desktop software.
2. Drona Mobile Apps – Java based client apps.
3. Drona Analytics – An ASP.NET based web application.

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The logo for Drona features the word "drona" in a green, lowercase, sans-serif font. The letter 'o' is replaced by a circular icon consisting of three curved arrows forming a clockwise cycle.

Results

Increase in real-time capability: Drona for Fullerton India provided on-the-move training and quick reference guides. For example the training and assessment modules were taken by employees across India during same period and reduced administrative workload of distributing & collating results.

Utilization of un-productive hours to its best: According to statistics the usability of the training apps where as follows: 30% took in short breaks, 30% took training modules before 9:00 am and 40 % took after 6:00 pm i.e. utilizing their travelling time.

Connects employees to essential information: It gave the ability to employees to get quick reference on mobiles. Now because the information can be checked as and when needed, a more detailed response and handling of such response is possible. For example quick reference for background checks were easily available before closing a sale. The mobile courses were accessed

Convenient, well –accepted solution: Not only do managers rely on new applications for immediate training, they greatly enjoy the ability to receive, undertake training & assessments and send scores over mobile phones.

Enforcement of training was made easier: Leveraging the existing mobile usage habits of users, enforcement of training was made easier. Hence more training could be imparted to the employees.

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