



## CASE STUDY

# TOP E-COMMERCE ORGANIZATION ACHIEVES SOCIALLY RESPONSIBLE DOWNSIZING WITH CUSTOMIZED BLENDED IT FUNDAMENTALS TRAINING

By **NETCOM LEARNING**

## The Client

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This American cloud computing company was founded over 20 years ago. Established as an e-commerce giant and the world's largest internet-based retailer in terms of market capitalization and total sales, this company is well known for its exquisite cloud offerings.

Headquartered in Seattle, Washington, the organization has a global talent pool of over 300,000 employees with a core mission of enhancing the customer experience. The company's focus on growth has fueled technological innovation.

## The Requirement

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Targeting to increase its productivity manifolds, this technological giant decided to automate all processes with advanced robotics. With a significant technology skill gap for existing employees, the client recognized the need to arrange for quality trainings in IT basics to assist employees in accelerating their careers for future employment outside of the company.

The client organization intended to enrich the lives of their employees and help them grow their careers through extensive learning for their personal and professional development. The core needs of the organization aimed to:

- Instill basic IT knowledge and competence in employees.
- Make employees future ready in technology careers.
- Find a customize learning solution for a large number of employees.

NetCom Learning listened to the needs, analyzed the client's requirement precisely, and suggested a first-rate solution to address the employees' development concerns in the organization.

## The Challenge

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The major challenge was to customize the learning modalities within the company training programs, while developing additional training solutions based on the identified needs. The most tedious tasks included:

- The personalization of training to fit the diverse needs of employees spread out globally in different job market conditions.
- Selecting the best learning methods considering an international population with diverse languages and time differences.
- Ensuring the trainings benefit employees of different backgrounds with little IT knowledge effectively and efficiently.

NetCom Learning faced the challenge of expertly crafting a flexible and dedicated training plan designed to deliver the expertise and hands-on experience necessary to help employees advance their IT knowledge within a short period of time. It was a great challenge to instill the understanding of a new technology and help employees change their career path with the assistance of a focused training program.

NetCom Learning thoroughly assessed the client's need to determine the optimal training method for a global workforce. The employees were placed into programs based on their desired goals, learning objectives, and the skill levels identified during the assessment.

## The Solution

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NetCom Learning, with its pool of experienced, certified, and dedicated IT experts, worked closely with the leaders of the client company to strategize a learning solution. We created a custom **Computer Literacy and Entry Level IT Learning Program**. This across-the-board learning solution was an intuitive package of trainings offering a far reaching knowledge of computer basics, help desk support, and the basics of CompTIA A+, Network+, and Security+ for an in-depth understanding of vital software and hardware technologies.

The **blended learning solution** included:

- Small groups of up to 25 students with similar abilities, pre-assessment results, and career goals.
- Private on-site classroom training led by expert certified instructors recognized as industry leaders.
- Customized delivery utilizing two evening sessions a week over a period of four months. Each session spanned three hours for discussion and hands-on training experience.

## Impact & Benefits

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The successful execution of the customized learning plan trained employees through advanced technologies. This extensive training program enabled the client to effectively automate major processes without having the restraint of corporate social responsibilities. The client was able to move forward through our commitment of transitioning employees into market-ready employees capable of securing IT related jobs outside the organization.

- The customized training plan specific to the client needs was developed to enhance the technical knowledge of the employees beyond the basics of simply training.
- The dedicated learning program extended over a period of four months and included multiple small groups of 20-25 employees in each training batch.
- Productivity was maintained through the offering of evening classes and an e-Learning platform.
- The proposed model of private, on-site classroom training led by a certified and experienced instructor combined easily with Quick Reference Cards to help the organization save on costs and reduce disruptions to the time spent on the job.
- The customized learning program endeavored to ensure all employees gain an understanding of IT essentials to optimize newly acquired proficiencies for better workplace collaboration and enhanced performance.

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We are NetCom Learning. We promote the values of lifelong learning.

NetCom Learning is an award-winning global leader in training, learning solutions, and talent development. Since 1998, we've been in the business of helping organizations reach optimal performance results and address challenges by managing all aspects of organizational learning.

With a team of dedicated and knowledgeable learning professionals having deep subject-matter expertise, NetCom Learning has serviced over 80% of Fortune 100 companies. We've helped over 10,000 organizations achieve their business goals by offering a full complement of Managed Learning Services, including IT and business training, curriculum design and content development, learning delivery and administration, consulting and advisory services, and management of learning technology.

We believe that an organization's ability to learn—and translate that learning into rapid action—is the ultimate competitive advantage.



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