

OUTSTART



OutStart LCMS Provides WestJet with Self-Service Training “On-the-Fly” For a Highly Mobile and Motivated Workforce

WestJet is a leading low-fare airline, based in Calgary, Canada, that flies to most major cities in Canada and numerous cities in the United States and other locations. With over 86% of WestJet employees as shareholders in the organization, their personal success is tied to the company's success. This fosters a corporate culture that is focused on safety, exceptional customer service and cost containment. In 2010 WestJet won the Airline Staff Service Excellence Award North America at the 2010 World Airline Awards and was named as one of Canada's Best Employers as part of the Hewitt Associates 2010 Best Employer Survey. In addition, marketing firm Leger Marketing released a study in 2009 indicating that WestJet is Canada's preferred airline. It is not surprising that WestJet has adopted the OutStart LCMS solution for educating and training its personnel.

THE CHALLENGE

To maintain its position as a leading carrier, WestJet is continually training and upgrading staff skills to meet the highest standards of customer service and operational expertise. However, just as WestJet's organization is widely dispersed across the continent, so are its more than 5000 employees. It is a workforce literally “on-the-fly”, at changing locations and on variable schedules.

The challenge was to deliver diverse and timely training to this widely distributed pool of employees. WestJet made a preliminary attempt at elearning, through an external provider, that proved unsatisfactory from the standpoints of expense, accessibility and re-usability. A new impetus arose when compliance-driven training, mandated by Transport Canada, had to be delivered and tracked to 1200 flight attendants. With classroom access and student availability at a

premium, the amount of instructor-led training had to be kept to a minimum. eLearning would address the immediate needs of the flight attendants and pave the way for more online training to follow.

THE SOLUTION

WestJet conducted a survey of potential solutions and determined that OutStart LCMS was a logical choice. The in-flight group initiated the “pilot” project, or proof of concept, for the Annual Flight Attendant Training Program. The chief advantage of this elearning offering was that it was a self-directed “Home Study”, with 24/7, browser-accessible delivery. This minimized the amount of time students needed to spend in class and optimized the remaining blended time.

INDUSTRY: Transportation

SOLUTION

WestJet has established standardized templates that are efficiently utilized by these outside contractors on WestJet's server. WestJet can monitor and guide the progress of external development and seamlessly engage in the process at any stage. Content in OutStart LCMS's central database is easily re-purposed for varying audiences and applications across the organization, while usage, feedback and testing are tracked and recorded in the LCMS.

RESULTS

- Flexible and customizable content development
- Easy deployment and controlled delivery costs
- Robust evaluation and assessment
- Comprehensive tracking and reporting
- Instant updating

The enthusiasm and enterprise exhibited by the WestJet in-flight group for this training approach was quickly embraced at the corporate level and generated further elearning trials of divergent topics directed at Customer Services. As a result of these successes, OutStart LCMS was soon adopted by WestJet, and staff were dedicated to deliver elearning across the organization.

WestJet's online training consists largely of knowledge-based content that follows competency principles for adult learning. The sophisticated, media-rich capabilities of OutStart LCMS content development enable a high degree of interaction and simulation that address the wide range of procedures and processes in the diverse WestJet work

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environments. The types of content that WestJet delivers through OutStart LCMS include:

- Facts and concepts, such as information about new regulations and services.
- Procedural skills (near transfer), such as completing reports.
- Principle-based skills (far transfer), such as attending to passenger needs.

WestJet’s elearning developers have also collaborated with external providers to meet increasing demand for browser-based instruction. WestJet has established standardized templates that are efficiently utilized by these outside contractors on WestJet’s server. WestJet can then monitor and guide the progress of external development and seamlessly engage in the process at any stage. Object-based content in OutStart LCMS’s central database is easily re-purposed for varying audiences and applications across the organization, while usage, feedback and testing are tracked and recorded in the LCMS.

THE RESULT

WestJet’s acceptance of this high-flying OutStart LCMS platform has been quick and unequivocal. In addition to the courseware already mentioned, the training team has launched elearning programs on Safety Management, Corporate Governance, Business Conduct, and more. The compelling advantages that WestJet has realized from OutStart LCMS include:

- Flexible and customizable content development.
- Easy deployment and controlled delivery costs.
- Robust evaluation and assessment
- Comprehensive tracking and reporting
- Instant updating

OutStart LCMS is key to maintaining a first rate workforce that supports WestJet’s objective to expand their network and profitably grow their operations throughout Canada, the United States and beyond.

WestJet’s pilot project course, initial OutStart training and implementation and application support consulting services were provided by Sweet Spot International, a certified OutStart Partner.

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ABOUT OUTSTART

At OutStart, we’re out to solve a big problem. Most organizations possess a wealth of underutilized collective intelligence around their products, services and processes. This underutilization negatively impacts employees, customers and partners, costing precious time and money while hindering performance. Said simply, “what your people don’t know will hurt you.” OutStart’s social business software, mobile and learning solutions act like a lifeline: connecting people to the know-how, creativity and learning they require to be efficient, effective and agile.

Since its inception in 1999, and backed by leading venture capital firms, OutStart has matured into a profitable and rapidly growing company with an impressive range of customers who are surpassing expectations and delivering exceptional business results. The company is honored to have customers like Autodesk, BB&T, Boeing Company, BT, CVS Caremark, DIRECTV, EDS, General Dynamics, Internal Revenue Service, McDonald’s, MetLife, Prudential, Australian Defence Force, U.S. Navy, UK Ministry of Defence, Verizon Wireless and Yum! Brands. To learn more about OutStart, visit the company on the web at www.outstart.com. You can also read the blog at <http://blog.outstart.com> and follow us on Twitter at <http://twitter.com/outstart>.

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