

# 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 environments. The types of content that

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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.
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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

You view knowledge sharing between your employees, partners, and customers as a strategic priority. Their knowledge leads to your success. OutStart’s portfolio of inter-related mobile, social, and learning Knowledge Solutions accelerate and broaden access to colleagues and the knowledge they need to respond to business requirements more quickly and make better informed decisions. Together you excel. Recognized as a Visionary in Gartner’s Magic Quadrant reports for the last seven years, OutStart is regularly acknowledged for its award-winning solutions including OutStart LCMS; Participate, social business software that integrates social networking, collaboration and knowledge sharing technologies; Hot Lava Mobile to develop, deliver & analyze high impact mobile learning; OutStart LMS, a full featured, configurable learning management system; and TrainingEdge.com an affordable learning & knowledge suite for the Enterprise the extends LMS and traditional elearning to support informal, social & mobile learning.

For insight into customer implementations, best practices, industry news and more, visit the OutStart Knowledge Solutions Blog, and follow us on Twitter @outstart.

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CASE STUDY:

**WESTJET**

**OUTSTART**