



How elearning began at CTT



The Remote Training Project at CTT launches in 2008, looking to reach more trainees, with higher quality, lower costs and focusing on content that was difficult to find in the market.

The Formare LMS platform, by Altice Labs, was chosen for its renowned quality, for supporting hosting and, equally important, for having been created in Portugal. On the same year, the platform was adapted to CTT's needs, in collaboration with the company's Marketing team.

Client framework

CTT - Correios de Portugal SA - is a large enterprise, with about 12.000 employees, in a thousand work places in Portugal, Azores and Madeira. The number of workers in each place varies greatly, from only one to over 700.

CTT has a vast portfolio of products and services, many of which exclusive. This reality translates into a set of challenges regarding Training, both in the creation of educational content as well as in its broadcast, while keeping costs under control.

The @formar project

The name for CTT's Remote Training Platform, "@formar", was chosen thanks to a campaign held at the company's Corporate Portal. The pilot course then followed. CTT wanted to know if remote training would be well received by its target-audience, how well the content would be apprehended and if the use of the computer network would have any negative effects on business applications.

CTT's "Pick & Go" service was chosen to create the content. CTT had the support of both the Marketing and the National Customers departments in the development of an internal marketing plan and a communication plan. The 30 most critical workspaces were chosen to take the course, that is, the places with the worst internet connection. The whole process was closely followed by the Information Systems department. And it all went well!

There were no complaints regarding the platform or the network's performance and the course's global evaluation

(based on a survey) returned 80% in satisfaction level. There was also no impact in business applications, other than some restrictions regarding large sound and video files, which has been an obstacle easy to surpass.

elearning in a broad scale

In 2009 took place the first large scale training experiment inside the CTT. The course "Real Estate Investment Funds" came in response to a recommendation from a Regulatory Entity: 700 people in different locations had needed training in a short period of time.

The content was determined by a group of people from the Marketing department and the Financial Services' Unit, while the multimedia pack was developed in collaboration with Altice Labs.

The broadcast was very successful - 694 people were trained in a total of 8.323 training hours.

At the same time, the Formare LMS began, to include Practice Communities. Its most important example was the team that entered the "Global Management Challenge" sponsored by CTT.



Consolidating the process and rapid learning

The broadcast started in January 2010, having a surprising response from the trainees. During that year there were 13 sessions, involving 319 participants in a total of 4.785 training hours.

An internal circuit was assembled to assure that contents were always up-to-date, an essential factor for the success of a project such as this.

On the same year, CTT made a début on rapid learning, within the framework of a course on MyTelepono - a web application to manage assiduity, with an "employee self-service" logic. The course lasted one hour and could be implemented in the same logic: with minimum support. 930 participants were trained,

Success story / CTT

in a universe of 1200 potential users.

With the unification of every central service from Lisbon CTT in a single location – CTT's building at Parque das Nações – came the need for the course "CTT Building: Change with you". Its goal was to evenly disseminate the information needed for this change and to facilitate the adaptation to the new space. In 2 months, 1.343 participants were trained, in a total of 5.372 training hours.



CTT is now developing courses in several Business areas for which there is no offer in the Market: about CTT's Ethic Code, Sustainability and computer applications' support. Also scheduled are courses destined to the Sales Force and Mail Offices.

CTT's Remote Training is more and more seen as a part of their solutions' portfolio regarding the educational challenges the organization has to face. All these experiences have motivated CTT to take training "anywhere, anytime, in any day".