



LET'S CREATE SOMETHING  
BEAUTIFUL

Smart eLearning Limited  
CREDENTIALS

SMART EARNING LIMITED 2017

[www.smart-el.co.uk](http://www.smart-el.co.uk)

[info@smart-el.co.uk](mailto:info@smart-el.co.uk)

+44 01493 855623



# WHAT WE DO

---

Smart eLearning use the latest and most innovative technologies, to design and craft a totally immersive learning experience to address the needs of organisations and their learners all over the globe.

We partner with the largest brands and businesses to deliver a product that is on brand, within budget, and drives measurable results. We have delivered eLearning, mLearning and blended learning solutions across sectors that map to over 20 different verticals. But no matter the size of the task, our goal is always the same – to continue our passion of providing a totally immersive learning experience using a blend of proven methodologies and UI/UX principles. We believe learning is the key to innovation, and therefore crucial to the continuing success of any organisation. businesses worldwide.

---

# WHO WE ARE

---

Led by consultants, our experienced instructional designers and media developers create action-orientated learning with the WOW factor that empowers learners to make decisions, discover their role through real-to-life scenarios and inspire them to drive their own growth and success organically.

For the organisation – this translates into direct improvements to productivity and quality, and a measurable reduction of cost and time involved compared to existing workforce training methods.

All our consultants have earned qualifications in training – both virtually and face to face, cultural awareness and diversity, and have extensive experience with MBTI profiling.

Smart eLearning's team comprises of:

- Consultant Instructional Designers
- Consultant Learning Technologists
- Consultant Media Developers
- LMS Specialists
- Virtual Trainers
- Instructional Design Team
- Media Development Team
- Translation Team
- Localisation Team
- Social Media and Website Team

# OUR PHILOSPOHY

Smart eLearning is a growing dynamic business with an outstanding team. We encourage our team to be involved in every stage of the process, and shape the principles of the business.

- ✓ Clients are an important part of our team; we encourage clients to get involved in their project at all phases
- ✓ We always work with our clients, not just for them.
- ✓ We operate fairly and ethically
- ✓ We ensure that we are using technology to benefit our clients and their business
- ✓ We believe in our staff, and provide a framework for them to develop within their role
- ✓ We invest in technology and processes, ensuring solutions that provide ROI in terms of value and cost
- ✓ We are green! Our remote business approach reduces the need for transport and energy
- ✓ Our team is approachable and friendly. We promote a culture that allows us to really care about our clients
- ✓ We understand budget and time constraint

# OUR WONDERFUL CLIENTS



---

# OUR OFFERINGS

---

**White-Label Solutions:** Our white label products have been created by collaborating with industry experts, and identifying knowledge gaps where change has been most effective. eLearning curriculums in total sync with your brand can give your organisation real and immediate benefits. These are a cost friendly solution that is easy to deploy to your workforce, and teaches the fundamentals of industry specific standards. Mix and match modules to build your perfect package, and we'll re-brand it however you need.

- On-boarding
- Induction
- Compliance
- Leadership Essentials: Manager
- Leadership Essentials: Team Lead
- Leadership Essentials: Trainer
- Business Skills
- World-Class Customer Experience

**Custom eLearning:** We help you analyse your current training needs, measure them against your learner's current knowledge gaps and what you wish to achieve, and formulate a plan with clear targets. Choose which elements you require in your module. We offer elements such as:

- Real-to-life simulations
- Serious games
- Rich scenarios
- Action-based learning
- Animation
- Big data
- Mobile compliance
- Microlearning
- Augmented reality
- Professional voice over

**Blended Learning:** We develop learning which incorporates both eLearning elements and workshop sessions. We offer elements such as:

- Scenarios and role play
- Group activities
- Worksheets
- Ice-breakers
- Critical thinking exercises
- Take-away materials
- Review plans
- Action plans

**Virtual Instructor-led Learning:** We develop learning which incorporates both eLearning elements and virtual workshop sessions which are facilitated virtually via video conferencing or through web based meeting platforms.

**Translation and Localisation:** We develop learning in any language, with accompanying voice over

- Translated images
  - Cultural appropriation
  - Pack shots
  - Promotional material
- 

---

# CASE STUDIES

---



*Client:* Johnson & Johnson Vision Care

*Location:* Global

*Business Need:* Transforming workshop based training into a world-wide accessible eLearning solution.

*Our Solution:* We partnered with Johnson & Johnson to design, develop and deploy a range of curriculums for their Vision Care Institute. The institute is a unique facility offering education and training for Eye Care Professionals. Dedicated to promoting learning, debate, and best practice standards, the institute provides the opportunity to enjoy collaborative, peer-to-peer learning in an engaging and welcoming environment.

*We Provided:*

- ✓ Extraordinary ROI, not just annual cost savings, but adding value
- ✓ Perfect alignment to corporate strategy and values through systematic consultation for every programme
- ✓ Board-level trust eLearning is now the first point of communication for important strategic changes
- ✓ Every course is consultant-led by a recognised and approved eyecare professional

*Values Behind the Strategy:*

Johnson & Johnson re-enforce their ethos through the following values:

- ✓ State of the Art Facilities. Offering access to the best equipped and designed facilities
- ✓ 'Patient First' Approach'. Giving their employees the best tools to drive the 'patient first' approach
- ✓ Continuous Learning. Listening to what learner's want, 24/7 support and inspiring them to control their journey to excellence.

The transformation programme has seen Johnson & Johnson deploy the same training in many languages worldwide to ensure continuity of their message. They have also achieved vast cost savings from the reduction of country specific workshops, and overcome logistical barriers in regions where accessibility was problematic. This project resulted in us obtaining a further six contracts within their other lines of business.



SUPPORTING  
YOUR SUCCESS



PHARMACEUTICAL COMPANIES  
OF Johnson & Johnson



PART OF THE Johnson & Johnson FAMILY OF COMPANIES

---



*Client:* Renault Nissan

*Location:* Global

*Business Need:* Bringing synchronicity to all departments.

Renault–Nissan Alliance is a strategic partnership between automobile manufacturers Renault, and Nissan, which together sell more than one in 10 cars worldwide. The companies have nearly 450,000 employees and control nine major brands: Nissan, Renault, Infiniti, Renault Samsung Motors, Dacia, Datsun, Venucia, Lada and Mitsubishi. The car group sold 8.3 million cars worldwide in 2013, behind Toyota, General Motors, and Volkswagen for total volume.

*Our Solution:* We partnered with Nissan to create a curriculum which delivered the concept of synchronized production philosophy. The idea was to improve the company's productivity and effectiveness and have a global standard production system. So essentially, manufacture according to the real consumer order, thus coordinating all operations and materials.

After the Renault and Nissan alliance took place, Renault embraced the NPW in its plants to produce each other's automobiles. Renault increased its productivity and decreased its defective parts percentage as a result.

We delivered a curriculum which encompassed elements of gamification and self-discovery of the APW.

- ✓ Designed, translated and deployed across all continents, and in over 12 languages
- ✓ After the success of the pilot, the curriculum was deployed across the entire organization – worldwide
- ✓ A second curriculum was commissioned for worldwide deployment based on the metrics achieved.

*Client:* BskyB

*Location:* UK and Ireland

*Business Need:* Transforming the way people learn.



*Our Solution:* We partnered with Sky to create a transformative technology-based learning culture, enabling the business to implement change rapidly, and inspiring outstanding employee performance. We implemented real-to-life simulated experiences where the learners could practice their role, and access offline guides to prepare them for their job. Key to success has been continuous innovation – the result of listening to learners and adapting to the strategic/tactical needs of the business, achieving:

- ✓ Extraordinary ROI, not just annual cost savings of £2.7 million, but adding value
- ✓ Perfect alignment to corporate strategy through systematic consultation for every programme
- ✓ Board-level trust– eLearning is now the first point of communication for important strategic changes.

*Values Behind the Strategy:* Sky's diverse 17,000-strong workforce is united behind a set of stated company values that have inspired Sky's learning strategy as follows:

- Creating Choice–Offering organisation-wide access, choice and quality learning content
- Fuelling Passions –Giving learners content they love, driven by business need
- Seeing the bigger picture– listening to what customers care about, contributing to organisational targets
- Making talent shine – Employees support with access to learning materials 24/7

The transformation programme has seen Sky achieve extraordinary levels of eLearning adoption, while increasing the quality of learning.



*Client:* Royal College of General Practitioners

*Business Need:* Streamlining and Improving eLearning accessibility

The Royal college of GPs are the professional membership body and guardian of standards for family doctors in the UK, working to promote excellence in primary healthcare. RCGP work to improve GP education and training, defining standards through the GP Curriculum and upholding them through the MRCGP membership exam. RCGP also provide continued support, with a comprehensive range of courses, events and resources to help GPs keep their knowledge and skills up to date.

*Our Solution:* We partnered with RCGP to create a curriculum rich in case-studies, scenarios, learning activities, and educational resources to assist GPs in their role. We delivered this curriculum in a mobile compliant format, so it could be easily accessible on the road. We:

- ✓ Designed and deployed the full curriculum in mobile compliant format
- ✓ Transformed existing workshop materials into an innovative online eLearning solution
- ✓ Consulted with fellows in the relevant medical field to update and transform content into a more learner-centric solution

*The Results:*

All curriculums and exams were rolled out successfully and before deadline, reducing over-all training time by 60% compared to the previous solution.

*Client:* National Civil Defense Corps Cadets

*Location:* Global

*Business Need:* On-boarding eLearning Curriculum



The National Civil Defence Cadet Corps (NCDCC) of Singapore was formed in 2005 and is currently the newest recognized member of the National Uniformed Group. The creation of this Uniformed Group was initiated by the Ministry of Home Affairs in response to the need for the young leaders of tomorrow to have a firm pillar and grounding in Singapore's firm belief of Total Defence.

Together with the National Police Cadet Corps, both corps have their Headquarters located at the Home Team Academy.

*Our Solution:* Smart eLearning designed, developed and assisted in deploying this unique training to the cadets. so far 12 waves of cadets have successfully completed the training and are actively serving their community.

---

# WHAT OUR CLIENTS SAY

---

*Working with Smart eLearning has been such a positive experience. At the start of the project they quickly and easily understood the brief and the quote they submitted was entirely reasonable. They managed the project well and consistently met deadlines either before or on time. The finished product exceeded our expectations, particularly the attention to detail and also their ability to rework our material so that it was more suited to an online training environment. I'd highly recommend Smart eLearning and will be actively looking for opportunities to refer them within my business network, because as a company they certainly deserve to be successful. – Deborah Turner. ESS*

*A pleasure to work with, very responsive and a great project manager. – Johnson and Johnson*

*They did a fantastic job. Integrated well with our agency process and was very proactive and didn't require hand holding. A pleasure to work with -Private Client*

*"I found the team very easy to work with, they kept to deadlines and produced an excellent final product, completely to spec with no drama and of a very high quality. The over cost of the project was extremely reasonable compared to others and I would highly recommend Andrew and the team. I will definitely be using them again." – Judith Milne*

Smart eLearning's growth as a company is exponential. Smart eLearning has become an influential force in the corporate training world with its unique approach to make all learner experiences immersive. The Instructional Design, Translation, and Media team work together to produce engaging and visually appealing training that emphasise on learner-centric design.

Armed with the experience of the corporate training world, and our foundation of adult learning theory, Smart eLearning continues to break barriers with constant drive to push the boundaries of learning experiences.

Smart eLearning are proud to be Spirit of Enterprise 2016 finalists in the category Great International Growth 2016

This brochure provides an insight into what we do and some of the work that we have completed.

Detailed case studies are available on request. To find out more about what we do and how we can work with you please contact us.

[www.smart-el.co.uk](http://www.smart-el.co.uk)

[info@smart-el.co.uk](mailto:info@smart-el.co.uk)

+44 01493 855623