

Case Study:

Liberty Travel

Elizabeth Haslam, Training Manager

Since she's been using ReadyTalk, Elizabeth Haslam gets to spend a lot more time in her

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pajamas. She is in charge of training thousands of Liberty Travel employees several times a year, and the opportunity to conduct training from home is a treat.

"We have to train three thousand employees on several parts of a new NGTS - Next Generation Travel System. To get twenty to thirty people on the phone at one time is a godsend. There are only two of us doing the training! I don't know how we would have possibly done it."

Elizabeth explains that in the past, Liberty Travel would train users and implement new systems one office at a time. The company's new system is entirely web based, and must be rolled out all at once. By using ReadyTalk rather than traveling to train the company, a three-month process now only takes three weeks.

"If the company wants a rollout on, say December 14, then we figure out how many people we need to train, how many hours it will

take, count backwards, and realize we need to start doing our training on November 29. We hit the service hard for three weeks to get everyone trained, and then we do a rollout."

To train everyone, Elizabeth shares her desktop using ReadyTalk, and walks participants through an online demo site. She teaches them how, for example, to book a trip. Participants watch from their offices.

What is the result? Huge savings. Liberty Travel had used WebEx in the past, and the service was good, "But it cost a fortune!" she says. After Elizabeth participated in a cruise vacation company's ReadyTalk webinar, the wheels starting turning.

"I found ReadyTalk before I needed to get on the road. It has saved my home life." She laughs. "I mean, really. I don't have to travel! And if I'm not feeling great, I can train from my PJs."

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