



ORANGE ADOPTS THE TALENTSOFT LCMS SOLUTION TO BUILD LEARNING CONTENT

— ORANGE IN SHORT —

- The leading European telecom operators
- 157,000 in worldwide
- 98,000 employees in France
- 20,000 technical and sales consultants

— ORANGE CHOSE —

- Talentsoft LCMS

With a workforce of 157,000, including 98,000 employees in France, Orange is one of the leading European telecom operators. Developing the employees' skills is at the heart of the company's concerns. In its quest for effectiveness, it created a structure called Orange Training Factory. The goal is to train the 20,000 technical and sales consultants all over the country, notably increasing knowledge of the new products available on the market every month.

Talentsoft Learning, the French e-learning leader and one of the major international players in the field, [offers technological solutions for producing and managing blended learning trainings](#), which allow users to create value and optimise budgets.

To help Orange develop trainings on a large scale, Talentsoft Learning came up with its [learning content management system \(LCMS\) solution](#), which helps training managers create quality online sessions in record time. The software strategy adopted by Orange prompted it to conceive video lessons, available on tablets, smartphones and PCs. This is how Orange's "mini-lessons" were born. These are trainings devoted to a single subject, presented in a very simple and short format, so that employees can digest them quickly and easily.

The videos consist of a quick presentation, a quiz and a summary. These ten-minute modules highlight the product's positive aspects and also the drawbacks and areas of concern to be communicated to clients. The quiz serves to check if the learner has assimilated the information and allows the trainer to measure the training's effectiveness. As the lessons are short and available on mobile devices, the advantage is that users are free to learn wherever and whenever they wish: for example, during a shop's or a call centre's off-peak hours.

THE PROJECT

CHALLENGES

- Adapting to learners' logistic constraints
- Automating trainings for 20,000 employees
- Providing concise and easy-to-use trainings

RESULTS

- Developing product knowledge
- High-quality interactive content
- Trainings available any time, any place

As Axelle Regreny, in charge of trainings production, says: *"The educational purpose of these lessons is to highlight all the product's key features, allowing the technical or sales consultant to speak about the product as if they already had some experience using it. We have chosen the distance learning option to allow all our employees, regardless of their location and availability, to acquire new skills."*

Orange's teams saw obtaining innovative, attractive and fun learning methods as a must in implementing a new training solution. As soon as a new lesson comes out, learners are informed via the company interface. Rather than sit in a classroom for an entire day, they can now learn by ten-minute spells when their timetable makes it possible, using fun and attractive educational materials.

Talentsoft Learning gave Orange a modern design and format adapted to the lessons, preparing to automate the training creation process. Once the resource production is automated, the teams can focus solely on the learning content. HD videos are already shot by the Orange multimedia team independently.

To make the project a success, Talentsoft Learning delivered effective and easy-to-use tools, helping the company to massively produce trainings for a large number of employees.

Axelle Regreny explains the project's importance for her everyday work: *"The format and design allow me to create lessons easily and save a lot of time. Thanks to the Talentsoft LCMS solution, a steady production pace goes hand in hand with a strong educational impact, in line with our ambitions."*

In addition to the content manager solution, the Talentsoft teams have also played a major role in the "mini-lessons" success: *"Our experience of working together with the Talentsoft project team, who are very professional, attentive and responsive, has been very positive. What's more, our respective teams have been able to exchange ideas and went from a client-to-expert to a peer-to-peer relationship,"* Axelle Regreny comments.

Pursuing its training strategy, Orange intends to further explore the Talentsoft technologies: innovative, interactive and easily adaptable e-learning trainings based on videos. These powerful solutions will allow Orange to maintain employee service quality.



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Axelle Regreny
Education Engineer
Orange

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Tel : +33 (0)2 51 12 96 74

learning@talentsoft.com

WWW.TALENTSOFT.COM/LEARNING

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