

The National Express logo, with 'national' in blue and 'express' in red, is positioned in the upper left. A large teal graphic element, resembling a stylized 'N' or a swoosh, curves from the top left towards the bottom right, partially overlapping the bus image.

national
express

CASE STUDY

National Express

National Express is the UK's largest coach network, transporting 20 million passengers a year and servicing around 900 different locations across the nation.



CHALLENGE

For National Express, the main challenge when it comes to organisational learning is down to the fact that its learners, most of whom are coach drivers, are dispersed across the country and therefore hard to access. Learners are often remote and very time-poor so the challenge was to train them consistently and to a first-class standard.

Historically the organisation delivered all its training face-to-face. Delivery was complex, often with a variety of content dispersed in different locations and displayed in different formats, both digital and paper-based. With the aim to introduce a more blended approach, National Express defined the need for a powerful digital solution to keep track of training and host content such as e-learning, resources and performance development reviews. The solution needed to be easily accessible and available for learners to log in anywhere and anytime necessary.

James Rutter, Head of Learning and Development at National Express, comments on their requirements:

“We needed an LMS to bring all our resources together, kind of like a one-stop shop for learning! We liked Stream LMS because we wanted a system that we could put our own identity on and still have the ability to change things. We’re transitioning all the time and we needed a platform that could evolve with us as we go through our journey.”



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-  Drivers

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30 March 2015
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Tasks

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< JULY 2015 >

S M T W T F S



SOLUTION

National Express chose to implement Learning Pool's Stream LMS due to its highly customisable user interface, powerful functionality and flexible delivery. The implementation of the platform was streamlined and pain-free no thanks to Learning Pool.

James Rutter explains what National Express was looking for in a Learning Technologies supplier:

"We wanted a supplier that we could really partner, and build a relationship with, and we instantly got along with the team."

Renaming its platform to 'iLearn - Switch Onto Learning', National Express tailored its iteration of Stream LMS to represent its own branding. Access to the LMS has completely eliminated the challenge of having multiple resources scattered across different areas. Learners are now able to log onto 'iLearn' and access the quick links they need on their homepage, saving time searching the catalogue to find their allocated training and offering a more seamless learning experience.

As this was National Express' first LMS, the organisation needed an effective way of blending the new digital method of training delivery with its current in-person L&D offering. A rich-media induction solution was chosen to educate staff on the use of the LMS and how it would work alongside the current training approach. The L&D created an introductory video that is played the first time any learner accesses the platform, using screencast tutorials and rich visuals to demonstrate how the platform works and how they can leverage its powerful functionality.

RESULTS

Access to digital learning has enabled National Express to alleviate the pressures of training its dispersed workforce. Previously, drivers were taken away from daily operations for face-to-face training sessions but with the multi-device platform, remotely managed staff are now able to complete e-learning courses, access resources and self-assessments online and in their own time using their smartphones.

Furthermore, the LMS has contributed to transforming the learning culture at National Express, which utilises digital technology to focus on engaging and supporting their learners. Additionally, there has been a shift in behavioural change as staff have become more open to learning in their own time and realising the benefits of using their own devices too.

The feedback generated from the new platform has been extremely positive: the platform has saved employees time by streamlining resources in one place and organised their approach to training as a whole. The L&D team now have plans in place to increase user reach to 100% and get all coach drivers on board using the LMS for mandatory training this year.

Going forward National Express has plans to continue blending their approach to L&D, introducing more digital solutions and moving forward with learning technology and new innovations to fulfil the expectations of their learners.





RESPONSE

“A key benefit for us is that our learners can access the system on multiple devices; our drivers out on the road can actually now complete training and development reviews in their own time and on their own mobile devices, which has been really positive for us.”

James Rutter, National Express



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www.learningpool.com

UK +44 (0) 207 101 9383
US (857) 284-1420

hello@learningpool.com