



Case study

Learn Direct_Customer Case Study



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The Client

learndirect is the national e-learning network operated by Ufi Limited, the organisation bringing about the government's vision of a university for industry. Department for Education and Skills funding for Ufi Limited is £76.25 million for 2002/03, to support the continued development of the its infrastructure and services, including the learndirect national learning advice line.

Since May 2000, some 400,000 learners have enrolled with learndirect, taking between them over 900,000 courses in information and communications technology, business skills and the basics of reading, writing and numbers.

The Challenge

There is huge potential to extend the learndirect network both through the learndirect centre network, which now numbers more than 1,700 centres, and through employers. learndirect needed to rapidly validate and visualise a new business initiative to add a revenue stream to its core business. The proposition team then needed to demonstrate the concept to the management board in the most compelling form possible.

The Solution

We worked closely with the proposition team at learndirect in a workshop format, putting the initiative in a strategic context, analysing key objectives, targeting and profiling potential user groups and mapping a number of high-level user scenarios. From these scenarios, we were able to produce a dynamic proof-of-concept demonstrating new potential services to a variety of learner-types. This proof-of-concept was presented to the board, adding value as a real-world illustration and enhancement of existing business case thinking and documentation.

Client Testimonial

"Thank you for all of the tremendous work that the BSG Atomic team has produced. The team worked very quickly and efficiently to produce work of an incredibly high standard that far exceeded our objectives, providing us with a high quality end product. I must also comment on how the team worked far beyond the call of duty, accommodating my holiday time and moving deadlines to allow me to view the work in progress. The whole process has been both fun to be involved with and worthwhile in allowing us to reach our objectives".

Georgina Kamsika

New Media, Technology Manager

For further information contact:

info@bsg.co.uk | www.bsg.co.uk
Telephone 020 7880 8888