

Joined-up training linked to strategic goals at WMS Ltd

We are always delighted to get the opportunity to really 'partner up' with our clients, and this has proved a very effective approach at WMS Ltd. We have designed and delivered a series of personal development and customer relations programmes for the company, closely linked to individual and organisational goals.



1. THE PROBLEM

Mark Bates, Learning & development manager, WMS Ltd, says:

"Our goal was to help drive improvements through the company using a range of training programmes linked directly to strategic goals. We weren't just looking for individual courses but a joined-up series of events that closely match both the needs of the company and the needs of individual members of staff.

We chose Reed Learning because we wanted a professional company to develop a relationship with who would get to understand our needs. We've found that Reed shares our values – being easy to do business with, being excellent at communications, taking responsibility and putting customers first."

2. THE SOLUTION

Heather Adlam, Reed Learning Training Faculty, says:

"The assertiveness course we delivered for WMS aimed to give those in customer services more confidence so they felt 'ready for anything'. The course covered:

- How choice of words affects perceived meaning
- Four key sentences for handling difficult situations
- Turning knee-jerk reactions into considered, effective responses
- How to stop, listen and think when faced with a query

Other programmes we delivered included:

- Improving data accuracy
- Intermediate Excel
- Excellent service over the phone

What I found particularly satisfying was that six months post-course we scheduled a follow-up session. The improvement in the delegates was clear, and we had the chance to work on ways to develop their skills further."

3. THE VERDICT

"Having a single point of contact for all our training, combined with our 'holding account', has helped us co-ordinate the process, bring down costs and schedule precisely what we need, where and when we need it. Reed's training does what it says on the tin, and we're delighted with the service we've received and the way our relationship continues to develop."

"In just six months, Reed Learning has helped our company exceed annual training delivery targets and link development to the organisation's strategy." Mark Bates, WMS Ltd

WMS Ltd is a Mortgage Administration company and a subsidiary of Britannia Building Society. Currently WMS administers over £11.0 billion of mortgages and associated insurances in 62 portfolios. The growth and success of WMS is based upon its reputation for the delivery of service excellence and its reputation is driven by 'living its values'.



SPECIALIST ACCOUNT MANAGEMENT

The Reed Learning Account Manager chosen for the WMS Ltd project was Mike Cork.

“The use of a ‘holding account’ has helped WMS’s training budget go much further and includes some great added services. This includes regular reports on actual training attendance, delegate feedback, evaluation and on-going spend against original quotes.”

Mike has been working in learning and development consultancy for over ten years. Following a period as a trainer and coach in the Far East during the 1990s, Mike returned to the UK and has since used his training expertise to support a huge number of successful learning and development projects.

In 2005 Mike joined the team of consultants at Reed Learning to provide focused support within the financial services sector. During that time, Mike has had direct involvement with many of the UK’s leading banks and insurance businesses, including Lloyds TSB, Barclays, Legal & General, Lombard International, PruHealth, Premium Credit, St James’s Place, WMS, Whittington Insurance and Visa International.

“A massive thank you for all your help in assisting us in getting our training programme established at Shipowners’. You are extremely professional to work with and so passionate about the service you offer.”

Leanne Forde, Training Manager,
The Shipowners’ Protection Limited



IN-COMPANY TRAINING IS:

- Convenient – courses can be delivered at your chosen location at your chosen time, minimising your employees’ time away from work
- Tailored – a range of courses can be mixed and matched to create the programme that best meets your needs
- Industry-specific – case studies and materials used in our programmes can be selected based on relevance to your particular industry
- Brand new – if we don’t already have the course you want, we will write it for you. We can deliver a huge range of programmes, from workshops to executive coaching to 360° reviews
- Confidential – in your own location or environment, delegates can discuss real issues and use real data to learn practical, not theoretical lessons
- Expert – Reed Learning has over 30 years’ experience delivering training and access to the UK’s largest database of training and consulting expertise. If we don’t have the expertise in-house we will find it for you

THE DEVELOPMENT PROCESS VARIES ENORMOUSLY FROM CLIENT TO CLIENT, BUT AS A ROUGH GUIDE, THIS IS HOW IT WORKS:

1. Tailored requirement

You identify a training need that may not be met by an open scheduled course. Or you may be looking to run a training event for a group or whole department.



2. Contact

You call our account management team on 020 7520 6600 (England, Scotland & Wales) or 02890 248 347 (Northern Ireland & Ireland).



3. Consultation

You’ll be directed straight to one of our sector-specific account managers, who’ll schedule a time to establish what you want to achieve from the course. With your objectives in mind, they’ll help you plan a programme that gets the best from your training budget, no matter how large or small.



4. Programme outline

Once your Account Manager knows what you want to achieve, they’ll select the most appropriate trainer who will provide you with a draft programme outline.



5. Review proposal

You can then review the course proposal, discuss the best delivery methods with your trainer and make any revisions until you are completely satisfied with the content.



6. Location

Then you just need to decide whether you want to run the course on your premises or at an external location, which we can arrange for you.



7. Feedback

Within two weeks of the training a detailed summary report is emailed to you containing the trainer’s and delegates’ evaluation of the programme.

A LITTLE ABOUT REED LEARNING

Reed Learning is one of the UK’s leading training companies, delivering more courses, more often, in more locations than anyone else. We’re passionate about quality, and many of our courses are endorsed by professional industry associations. Our public and in-house training courses deliver results that make a real difference, and our clients agree: 99.5% would recommend us to a colleague.



Greater London
National Training Awards 2003

