

PROGRAM MANAGEMENT

Via Training offers all the services necessary to manage a program for peak performance. With experience in managing programs for Global 2000 companies, Via can provide long-term strategic and tactical management.

Via Training's program management services help you maximize your training program's success.

Via Training will:

- Provide expertise drawn from years of program management experience
- Launch a new training program with exciting promotions to attract and involve users
- Respond to e-learning training questions with courtesy and efficiency
- Stay in touch with trainees through user surveys

MANAGE TRAINING FOR SUCCESS

Your Via Training Account Manager (AM) is a single point of accountability for every aspect of program management. During development and after program launch, Via AMs ensure the quality and effectiveness of your training program. Drawing on Via's pool of talent and experience, AMs manage the resources needed to keep your program running at peak levels. And as your program grows and evolves, your AM will maintain program quality during times of dynamic change. You will benefit from Via's experience in managing programs for Global 2000 companies as we help you chart your long-term program direction.

SPREADING THE WORD

Via Training's e-learning programs are proven tools for teaching product knowledge and applied sales skills. However, training is only effective if salespeople know it's taking place and feel strongly motivated to participate.

Via Training's program management experience, including launch promotions, ensures your program's success.

Via will work with you to identify your target audiences and create a sophisticated marketing program that will reach—and motivate—the people you want to include in your training program. Via has found that increased user awareness encourages participation in the program, which is critical to e-learning training success.

EXCITING NEW PRODUCT LAUNCHES

Many of Via Training's clients ask us to develop a "Launch Promotion" for their new training programs. This is a coordinated effort to ensure that a program gets off to a successful start. Promotions are also valuable investments for new-product launches, enhanced training programs or re-branding and reorganization efforts.

Promotions are especially critical in your effort to reach indirect sales channels. Without an employer's mandate to complete training, salespeople in this situation need other kinds of positive motivation. Good marketing materials and incentive programs will attract participation and build relationships.

It's also important not to overlook the benefits of promoting training to direct sales representatives. Research shows that active and enthusiastic training participation can result in direct sales improvements.

Depending on your audience's requirements, a promotional program may include handouts, printed materials, e-mail blasts, incentives and "viral" marketing programs.

CUSTOMER SERVICE

Participants in your e-learning training program are certain to have questions as they sign on for training. Because the interaction trainees have with your program may have a significant effect on their opinions about your company—and your products—it is essential that they get quick, accurate answers to their questions.

Via Training can provide efficient and courteous customer support for your training site users. Our experienced support staff typically offers same-day response (with a guarantee of two business days) to user inquiries. All inquiries and responses are logged and archived, and non-training issues are forwarded to the client.

USABILITY TESTING-USER SURVEY

E-learning sales and product training programs are highly interactive. In order to ensure that your training programs are as successful as you want them to be, Via conducts usability studies. Our Usability Lab lets us test and fine-tune the site, course design and navigation so that your target audience will always experience a training environment that's efficient and easy to use.



Via Training can provide the most efficient response to your training site users' questions.

Via Training will also help you stay in touch with your trainees through user surveys. We can contact them online, in person, by phone and by mail to get detailed feedback and make sure your training messages are getting through.

HOSTING SERVICES

Our complete hosting and support services offer you a single source for management and accountability of your program's performance.