

fuse + greateranglia

Training Greater Anglia:

Covid, compliance & cost-savings



“ Fuse is not only driving better learner engagement and increased learning completion, it's actually delivered a **cost efficiency of +£317, 000 during Covid alone.**

As a train company that operated to a reduced service for much of the pandemic, those cost-savings have provided a valuable boost to our performance. ”



Emily Swain,
Digital Design Manager,
Greater Anglia

In March 2020, the Greater Anglia team was preparing to crank up the content on its learning platform, Fuse Learn, in a renewed effort to transition to a blended face to face training and digital-first learning model.

But then Covid came to town, bringing with it an unprecedented demand for knowledge and learning around health and safety.

Keep reading to learn how Greater Anglia partnered with Fuse to move beyond classroom training - and how Covid provided the spark that sent the Fuse engine into overdrive.

About Greater Anglia:

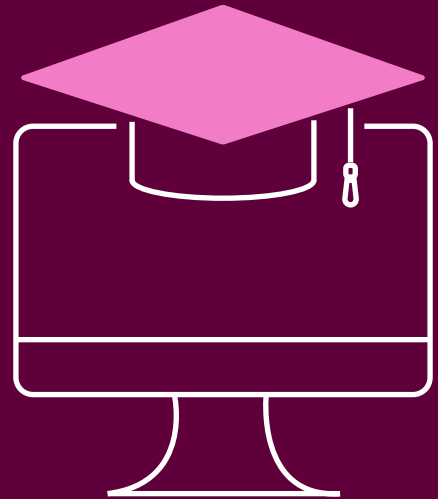
Greater Anglia is a UK train operating company that serves customers in central and eastern England. The company is part of the Abellio Transport Holdings transport group and employs almost 3,000 employees.

L&D challenges

So what were the specific learning and development issues that Greater Anglia was seeking to resolve?

Too much travel and content overload

The Greater Anglia team explains that before engaging Fuse, the company worked to an exclusively face-to-face learning model, which often required employees to travel long distances to classroom training events. This, combined with the L&D challenges outlined below, had created a growing appetite for a more modern approach to learning.



Collective L&D challenges included:

Classroom training was not conducive to long-term knowledge retention

Problems with keeping learning content relevant and up-to-date in an environment of continual knowledge change

Employees often having to cancel scheduled training sessions due to staff shortages (and regular non-attendance creating added costs)

Further wasted time and expense arising from employees having to travel up to 2hrs to attend training sessions

L&D being largely reactive rather than proactive, with little opportunity for employees to shape their own learning plans

No ability to measure competency of learning or identify learning requirements at an individual level

Commenting on these challenges, Emily Swain, Greater Anglia's Digital Design Manager, explains:

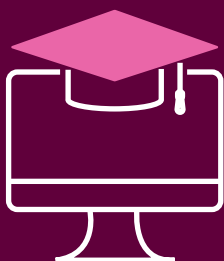
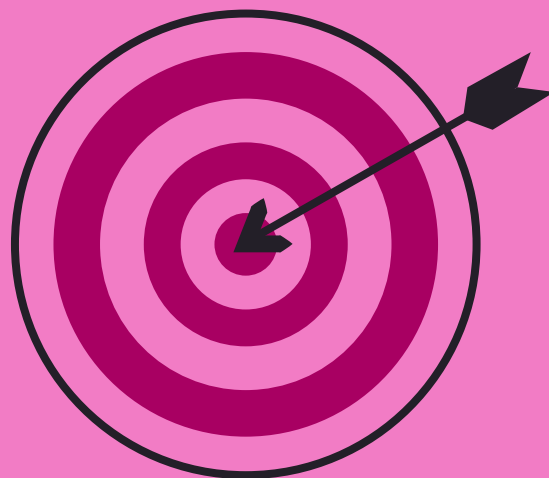
“ In addition to the **inefficiencies** and **content overload** issues created by the existing face to face model, we also recognised its inability to keep pace with the transport industry's speed of knowledge change.

It was this, combined with regular non-attendance, and having no way to measure learning competency, that provided the **impetus for digital transformation.** ”

Learning objectives

From face-to-face to digital learning in the flow

With a clear vision for what the future of L&D should look like at Greater Anglia, the team outlined three key objectives:



1.

Support improved learning, compliance, and business performance by transitioning from face to face learning to a digital-first model



2.

Empower employees to take responsibility for their own learning and enable them to become active participants in their own L&D



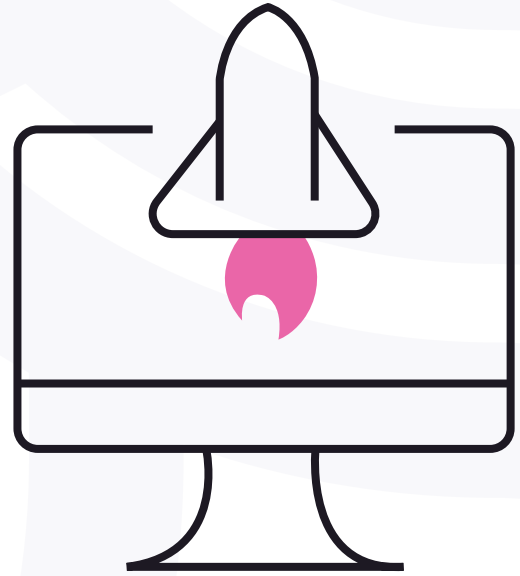
3.

Begin to measure L&D competency and provide company directors with data-driven reports to inform continual improvement and ensure compliance

Covid:

A shift in direction

Looking back to that pivotal moment in March 2020, Emily explains the Greater Anglia team was prepared and ready to launch Fuse Learn. That is, until the not-so-small matter of a global pandemic forced Greater Anglia to drastically reduce its transport services.



Cementing fuse learn

Far from thwarting the company's transition to digitised learning, however, Covid only served to build awareness of Fuse Learn as the company's safety and occupational health teams began using the platform to share essential learning with employees – all of whom were registered as key workers.

As Emily explains, Covid may have thrown an unexpected curveball, but ultimately, it actually helped to cement Fuse's popularity within the Greater Anglia community:

“ Fuse provided a way for us to educate our people about mask wearing and social distancing – both to keep themselves and our passengers safe. We created an area on Fuse Learn that was dedicated to Coronavirus and that meant we were able to quickly create and post tutorial videos each week. Apart from supporting essential learning, that also really helped to build awareness of Fuse Learn and its benefits. ”

Fuse: fuelling business benefits

So while it may not have been the launch that Emily and the Greater Anglia team had originally planned for, it was still an effective one. How do we know? Because the benefits speak for themselves...

Cost-savings in a crisis

Emily explains that, since its lockdown launch, Fuse Learn has created substantial cost efficiencies by reducing both the need for travel, and the amount of time that people need to be away from work for training.



“ The most obvious benefits are that we’ve drastically cut down on face to face training, as well as all the costs associated with people needing to travel to those training sessions and take time off work. In fact, those savings already add up to a significant +£317,000 post Fuse investment, and we’re confident that figure will continue to rise as we scale our learning content. ”

Growing learner engagement and culture - even in Covid!

With Greater Anglia's 3,000 key workers fully focused on keeping the railway running, the team was especially surprised to realise that learner engagement had actually increased from an initial 69% to an impressive 83%.

Dawn Robinson, Head of Talent Resourcing & Development at Greater Anglia, explains:

“ When we pulled the data and saw that learner engagement had actually risen during Covid rather than dropped, we knew we'd been successful in our goal of really embedding Fuse as an integral part of company culture at Greater Anglia. But beyond even that, we knew people were deriving value from it despite the difficult circumstances and that was really gratifying. ”



Increased learning completion

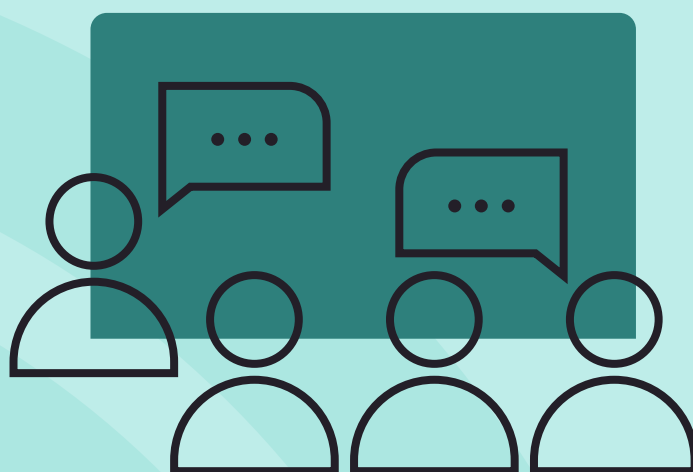
Knowing that engagement had increased against the odds was great validation, but surely completion rates would be down, right?

Nope, learning completion had also improved - and in some cases, by quite a margin.

“ The irony is that because we had Fuse Learn, we were able to increase learner completion rates despite being in the throes of a global pandemic. In fact, we were able to show this to the Department for Transport, illustrating that the higher completions we’d achieved during Covid would have taken over two years had we still been working to an exclusively face to face model in normal times. ”

In fact, Emily says it was the company’s ‘Health and Safety Essentials’ training module that received the highest number of completions during the pandemic, with an overall 92% attainment rate.

“ We calculated that it would have taken us 144 training sessions to achieve that same completion rate with face to face training. In other words, we simply wouldn’t have been able to achieve that without Fuse Learn. ”



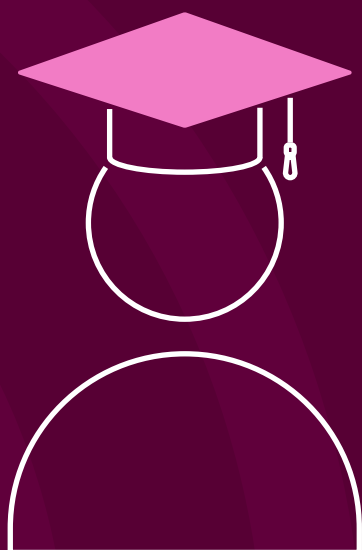
From “standard training programmes” to solving problems

One thing that Emily states as another key benefit is the company’s shift from command style learning to a more consultative approach.

She explains:

“ Fuse Learn lends us the visibility needed to implement a problem-first approach to learning. What I mean by that is we can now easily identify where training and knowledge gaps lie, and we can work backwards from that problem to ensure the relevant people are trained in the best way - and crucially, in a way that also works for them. ”

So we know that the Greater Anglia team is a fan of Fuse, but what about end users? What do they have to say about Fuse Learn?



“ Fuse allows me to connect with colleagues, expand my skills, learn, and collaborate with colleagues and subject matter experts. The learning plans help me to understand the processes within the company and I’m able to easily access content that supports my development. ”

*Harry Stanley-Brocklehurst,
Customer Information Controller, Greater Anglia*

“ Fuse really supports learner engagement because it creates value-driven experiences through the delivery of access to knowledge at the point of need – something face-to-face learning can’t always deliver. Rather than simply providing a course, Fuse leverages internal expertise to create engaging learning plans that can be easily shared and consumed across the company. ”

*Alan Godding,
Blended Facilitation Designer, Greater Anglia*

Next stop on the learning journey?

Building the content bank

Asked about what lays ahead for the Fuse/Greater Anglia partnership, Emily says the key priorities will be building an interactive content bank and nurturing the social side of the platform.

She explains:

“ We’ve now nailed the learning and compliance side of things and so the next stage will focus on getting people to come back to the platform to regularly engage with their peers, share knowledge, and consume expert knowledge. We want to make learning fun and easy for our people and we see Fuse’s social learning capabilities as a huge opportunity in that regard. ”

About Fuse

Fuse is the learning and knowledge platform that sparks active engagement and ignites people performance.

It is used by more than 120 enterprises around the world - including BAe, Vodafone, Panasonic, Scandic, Mazda and Avon - and connects people with the knowledge and expertise they need to acquire new skills and achieve high performance at work.



To learn more about the tangible business benefits that Fuse could be delivering for your organisation, get in touch with our team or book a demo here.

