

## Case Study

PRUDENTIAL | Outsourced Trainers



## Prudential Maximise the Benefits of Outsourced Trainers

### Context

In 2003 Prudential were looking at restructuring the way their L&D department provided training to their 8000 staff.

**Prudential realised that there were considerable cost-savings to be had in using outsourced training contractors for training delivery.**

They decided that their best L&D staff would primarily work on training needs analysis and designing the course content. In regards to delivery, they calculated that they would maximize their ROI by using outsourced trainers.

### Our involvement

Having previously worked with PruTech, and with a wealth of experience in soft skills training, **we were awarded a three year contract as Softskills Partner for Prudential.**

At the point of contract renewal, we were asked to pitch for the Sales Skills training as well. With our experience in providing results-proven sales training, we became a learning partner in Sales Training Provision for Prudential.

More recently, we were also asked to provide them with training for CII exams, as required by the FSA.

Marton House now provide contract trainers with their own materials who deliver:

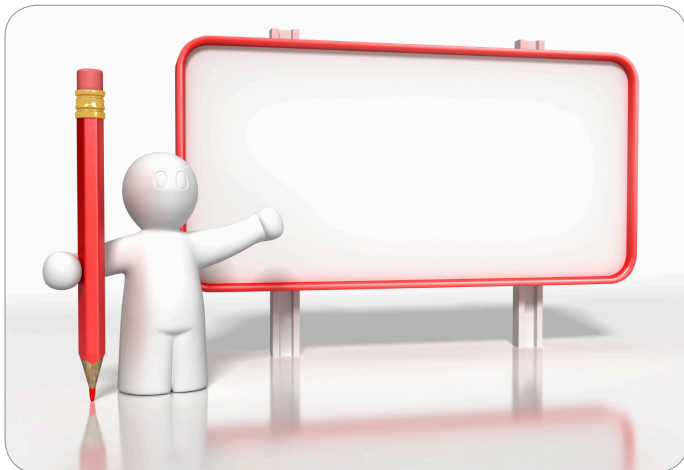
- > RO 1-6
- > CF 1-5
- > FA 1&2

We also provide services such as:

- > Call Centre relocation training
- > Management Development
- > Induction training
- > FSA Assessments
- > Leadership
- > Influencing Skills
- > Empathetic listening
- > Telephone Sales skills
- > Train the trainer

Drawing from our large pool of contract trainers, **Marton House has provided Prudential with well over 100 contract trainers over the last 8 years, on both short and long-term assignments.** This has given Prudential great flexibility as well as cross-fertilisation of skills and expertise.

At one time we had 50 highly qualified and suitable trainers delivering across the UK and out in India, as part of a major call-centre relocation program.



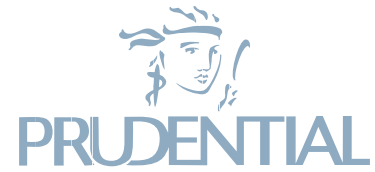
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### Quality Assurance

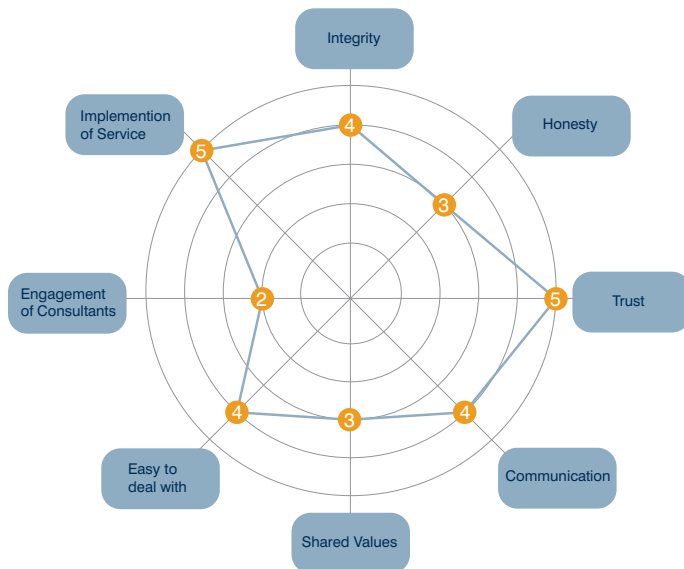
Prudential have renewed our three year contract twice, which is testament to the quality of service that they receive from us and the contractors we provide to them.

In the early days, two of our Directors would have weekly teleconference calls with the L&D team, monthly face-to-face meetings and often delivered the training and quality assurance checks themselves. The regular contact and visits helped us to their culture, their needs, how effective the training was and where we could improve.

With the relationship now almost 8 years old, the feedback from every course delivered continues to be consistently positive. Every course is measured and the average score out of 4 is often 3.5 and above.

### Speed of Response

Due to sickness, Prudential had an urgent need for a qualified trainer to deliver training the following morning. Although gone 5pm, we were able to have a qualified trainer up in Coventry for 8:30am the next day ready to deliver.



### Awards

For the work that we have done together, Prudential have won two National Training Awards.

We have also provided training that enabled 81 of their staff to receive a BTEC qualification, opening a whole new internal training resource pool for Prudential.



Marton House and the Prudential L&D team with a National Training Award.

“As the project manager I feel really proud of this programme and I really enjoy working on it too, which has made it so much easier to sell into our users”

“It’s a pleasure to work with Marton House – they’re easy to contact and someone is always available to help. They are very oriented towards building up a solid client relationship”



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