



New Horizons Computer Learning Centers & Metrics that Matter

Diane Tuluceanu, Product Marketing Manager
New Horizons of Washington D.C.



New Horizons & Metrics that Matter

- ▶ **New Horizons Computer Learning Centers**
- ▶ **Why Metrics that Matter?**
- ▶ **New Horizons in Action**
- ▶ **Favorite Reports**
- ▶ **1-800- Flowers-- a Case Study**
- ▶ **Q&A**

About New Horizons

World's Largest Independent Computer Training Company

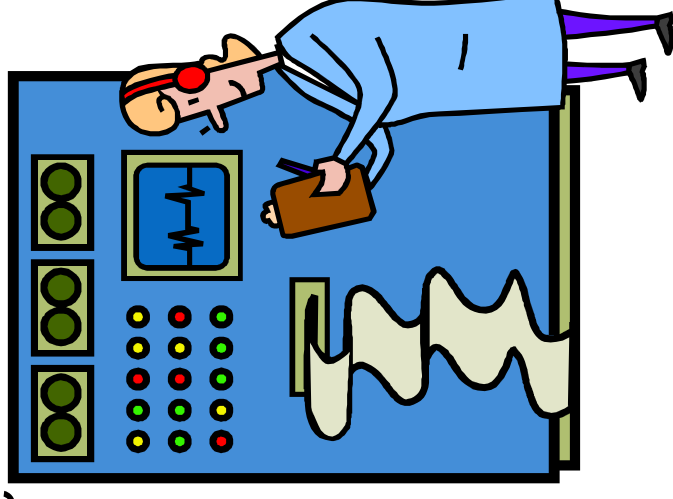
- 23+ years in the training business
- 257+ centers in 56 countries
- \$393 million in system-wide revenue (2003)
- 2.3 million student days of training
- 2,400 instructors - 2,100 classrooms - 2,100 sales people

New Horizons of Washington, D.C.

- 2 locations – D.C. and Tysons Corner
- What do you want to learn? How do you want to learn it?

Why did we enroll in Metrics that Matter?

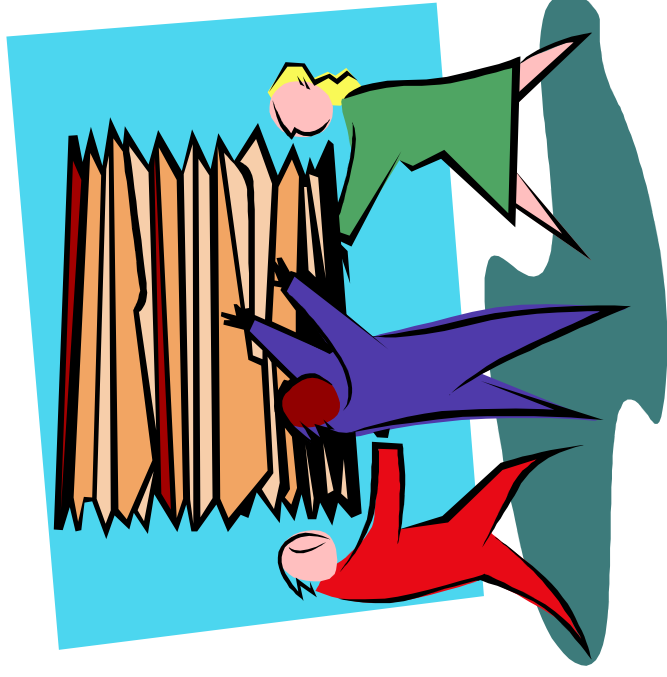
- ▶ **Microsoft**
 - 2002 Certified Training Partner mandate
- ▶ **New Horizons Of Washington, D.C.**
 - ▶ **Searching For:**
 - A quality control tool
 - Impartial collection of student feedback
 - No confidence in paper results
 - Better custody of “the evidence”



MTM Impact on New Horizons D.C.

- ▶ **Training Management**
- ▶ **Instructors**
- ▶ **Sales**
- ▶ **Customers**
- ▶ **Management**

- ▶ **Best Practices with MTM?**
 - If you have it– USE IT!
 - If you don't have it- GET IT!



Training Management's Perspective

▶ *One of the Best Investments of New Horizons!*

▶ **Implementation 2002**

- Instructor scores dropped initially
- Students became “safe” to say what they feel
- Flip flop – bottom to the top!
- Long processing times & questionnaires

▶ **Levels the Playing Field**

- Training, promotion, job security = Customer Satisfaction
- Discussions shift from dress codes to performance
- Senior management has regained confidence in data
- Instant feedback on new instructors and recruits
- Instant feedback on facilities, sales, courseware
- See the value of delivering quality training

Instructor Perspective

- ▶ ***They Love It!***
 - Clear expectations – **9.2 out of 10**
 - Immediate access to scores- good and bad
 - Feedback/comments on their performance
 - Helps them to learn and improve
 - Learn the value of quality training to self and center
 - Peer-to-peer ratings
 - Liberated from office politics to customer satisfaction
 - Customer-oriented focus
 - Reports

Sales Perspective

- ▶ Ability to be proactive
- ▶ Tap into new business opportunities
- ▶ Requests for Proposal- standard item
- ▶ Increase confidence in the New Horizons product
- ▶ Open discussions with Training & Management
- ▶ Treasure of customer data within surveys



Customer Perspective

- ▶ **Confidence**
 - Quality product
 - Trusted partner
 - Empowers the training buyer
- ▶ **Control**
 - See what their employees say
 - Validates training decisions and spending
 - ROI
- ▶ **Convenience**
 - Email reports
 - Free



Management Perspective

- ▶ Truth in the numbers
 - Good Class Rate (GCR), Center Scores, Instructor GCR
- ▶ Instructor Awards
 - Instructor of the Month & The High Priestess
 - Instructor of the Year
- ▶ Collective company focus
- ▶ Relationship with Microsoft
- ▶ Ranking reports
- ▶ Competition within New Horizons centers
- ▶ Corporate newsletter

The Communique

The Communique - September 2005 - Message (HTML)

Reply | Reply to All | Forward | Print | Delete | Move | Stop | Refresh | Home | Stop | Refresh | Home | Stop | Refresh | Home

File Edit View Insert Format Tools Actions Help

From: nhcommunications@NewHorizons.com
 To: R.I.C.MKTMGR@newhorizons.com
 Cc:
 Subject: The Communique - September 2005

Sent: Fri 9/23/2005 8:00 AM

July 2005 Classroom Champions		
(Instructor with the most Metrics That Matter™ evaluations completed and an average score higher than 8.47)		
Applications Classroom Champion	Shaun Marvell Michigan	198 evaluations 8.96 — on a 9.0 scale
Technical Classroom Champion	Tom Schwirian Columbus, OH	68 evaluations 8.79 — on a 9.0 scale
Top Performance of Applications Instructors - July 2005		
(Applications Instructors with the highest evaluation averages, minimum evaluations 50, with data from Instructor section only)		
Center	Instructor	Number of Evaluations 1-9 scale
1 Michigan	Shaun Marvell	198
2 San Antonio, TX	Yadira Tijerina	80
3 Santiago, Chile	Cristian Barrios	99
4 Santiago, Chile	Pablo Munoz	93
5 Pittsburgh, PA	David Ross	95
6 Miami, FL	Michael Martel	92
7 Huntsville, AL	Justin Morgan	70
8 Omaha, NE	Marty Shepard	79
9 Colorado	Craig Glimm	61
10 Thessaloniki, Greece	Rodi Anousaki	55
Top Performance of Technical Instructors - July 2005		
(Technical Instructors with the highest evaluation averages, minimum evaluations 25, with data from instructor section only)		
Center	Instructor	Number of Evaluations 1-9 scale
1 Memphis, TN	Stan Miekicki	46
2 Pittsburgh, PA	David Ross	33
3 Cedar Rapids, IA	Britt Johnson	28
4 Atlanta, GA	David M. George	26
5 Bellevue, WA	Merrie McGraw	32
6 Minnesota	Eric Jore	26
7 Costa Rica	Jose Pravia	32
8 Chicago, IL	Mark Datto	32

start

Microsoft Office Outlook

H:\MTM

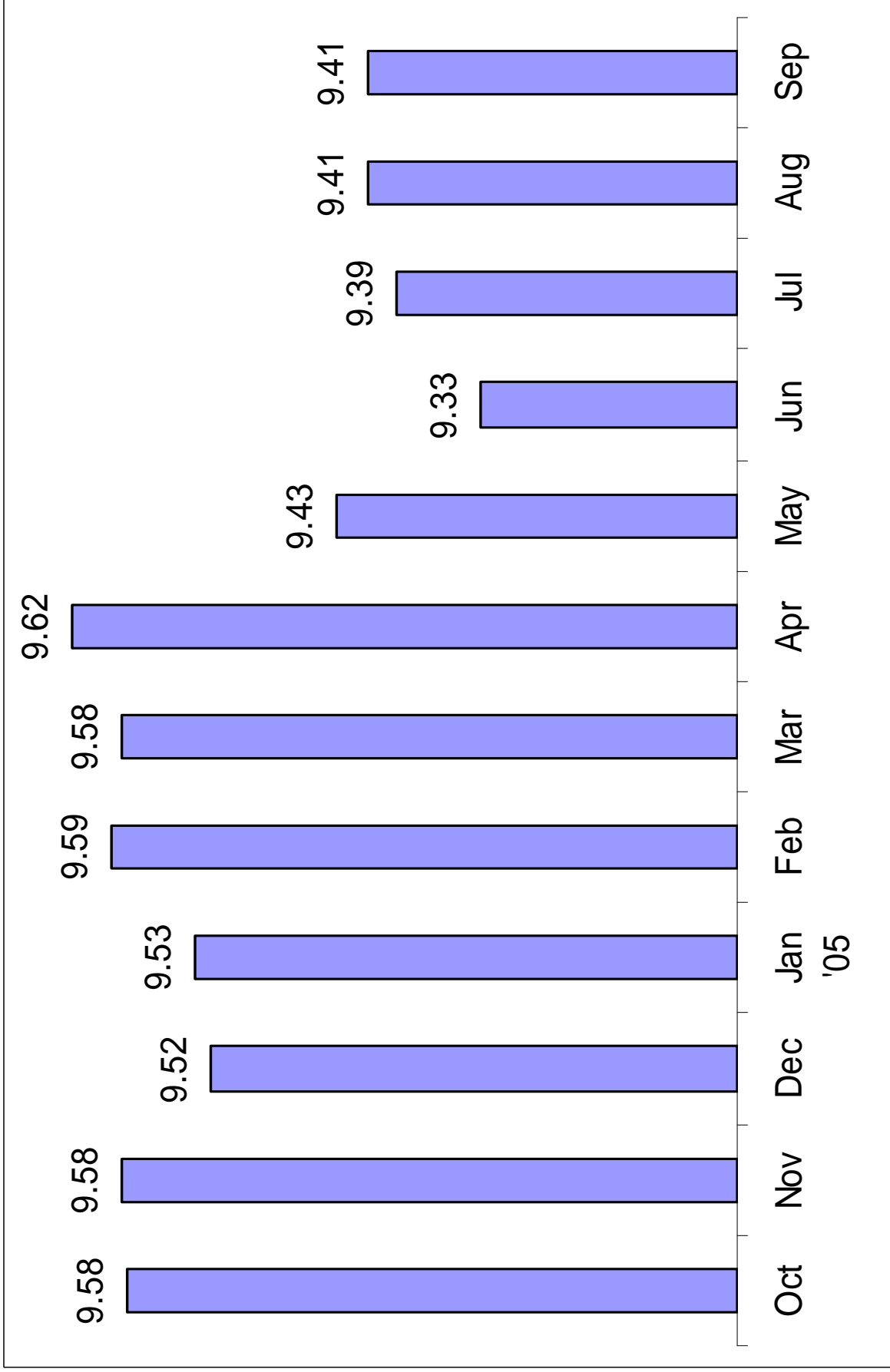
dMTM_NHDC1005.ppt

StatsforDiane.ppt

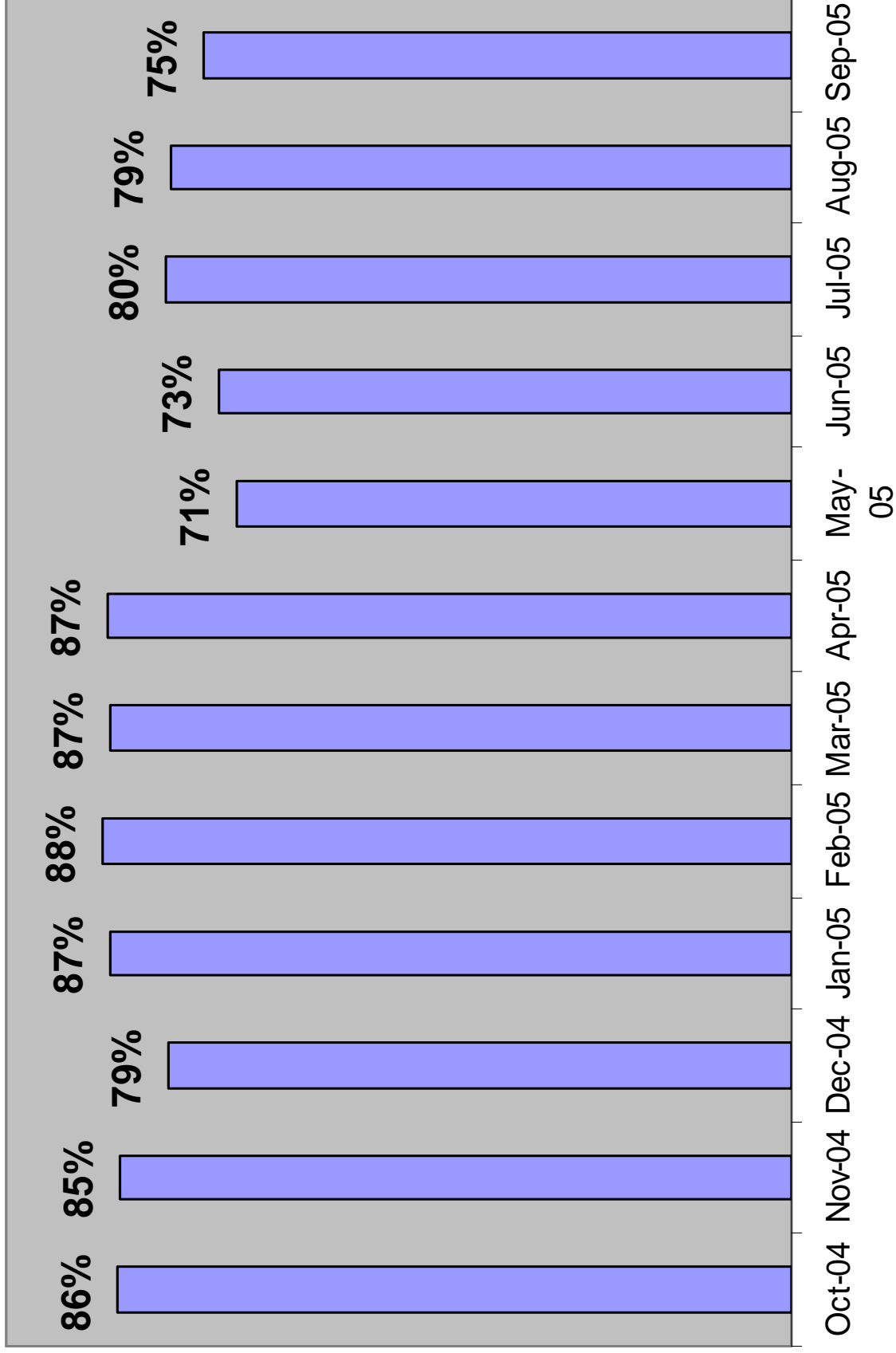
3:21 PM
Wednesday
10/5/2005

CHOOSE. LEARN. SUCCEED.

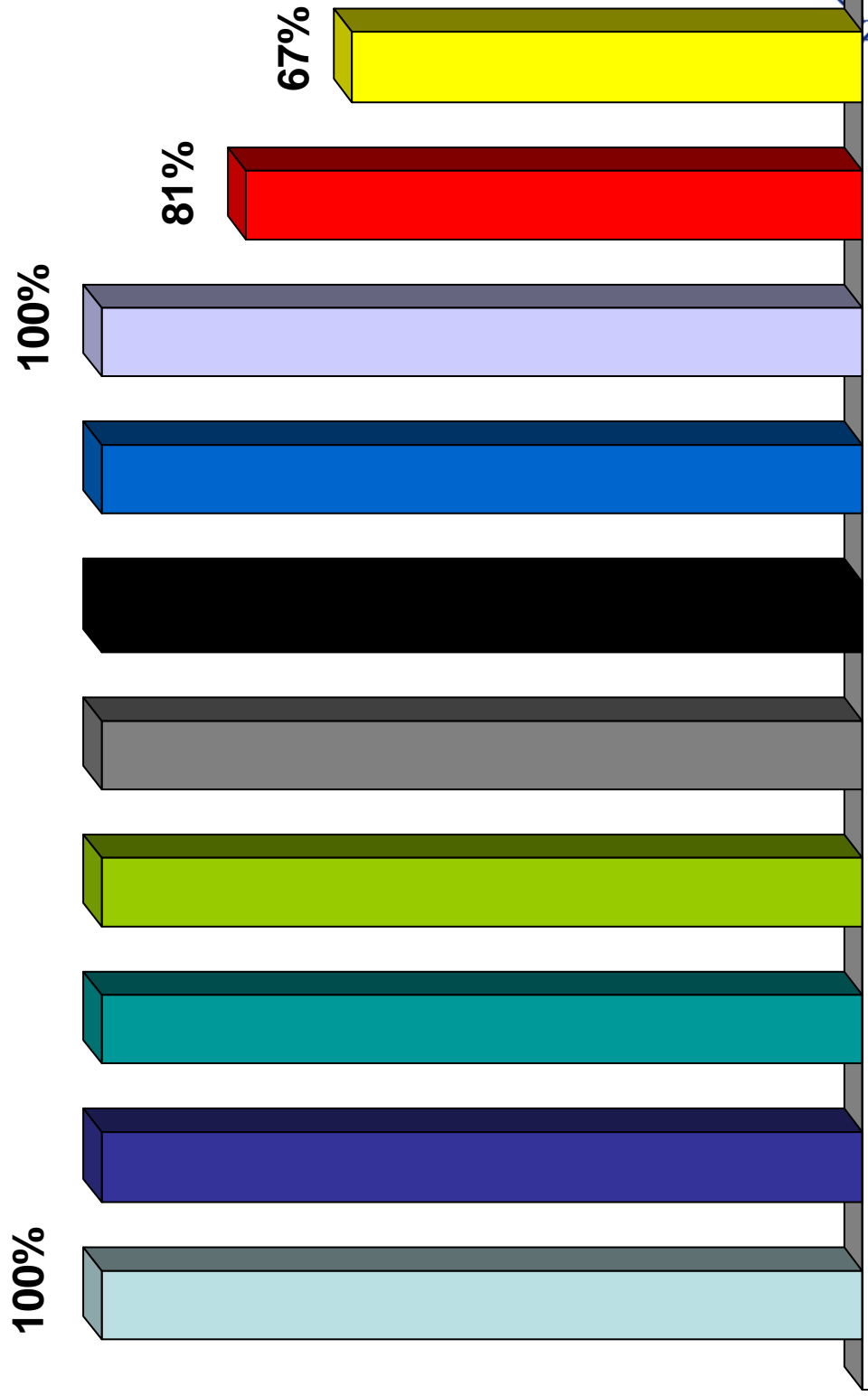
Center MTM



Center GCR



Instructor GCR



Favorite Metrics That Matter Reports

Daily, Weekly and Monthly

Alarms
Instructor scores
Individual evaluations
Class evaluations
Class summary
Comparative performance
Quick question
Ranking reports



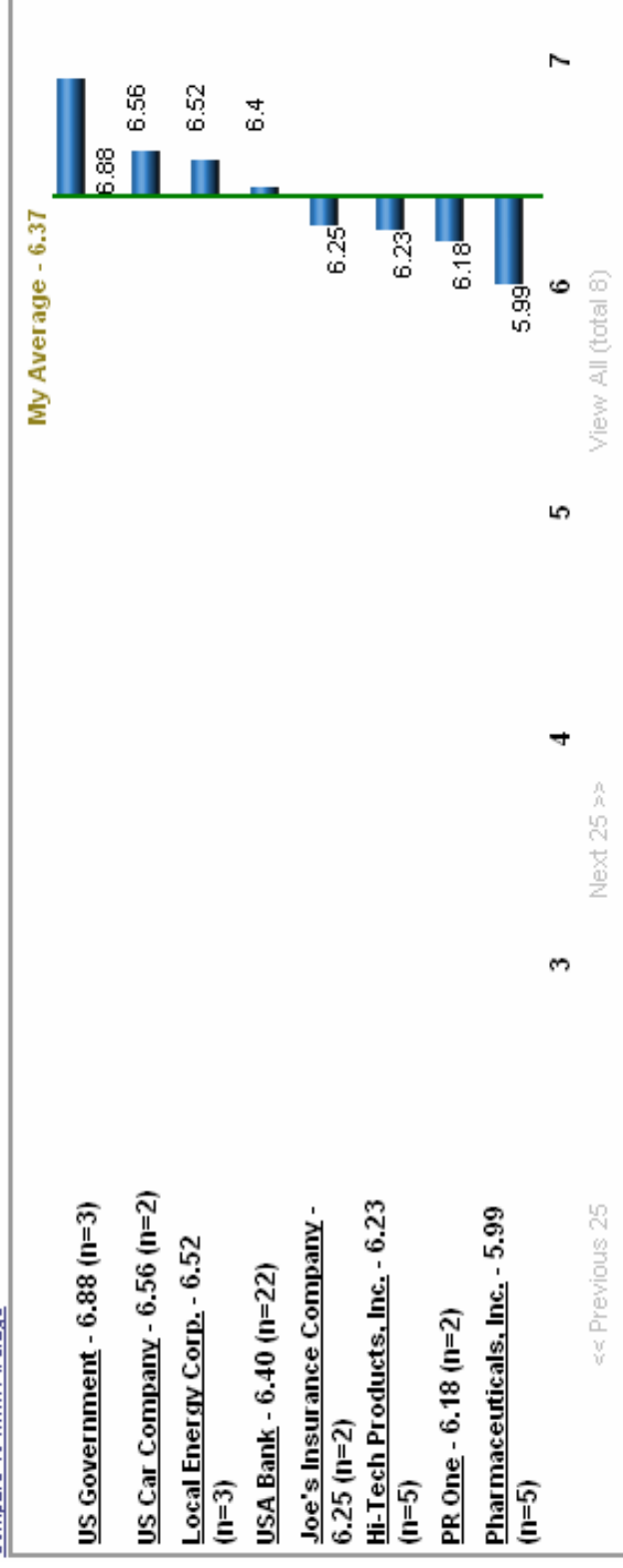
Client Satisfaction

Comparative Performance Report by Client

Overall Performance Summary Combined scores for all surveys reporting within the specified time frame

Time Period for Reporting: Dec 1 2004 to Dec 31 2004

[Compare To MTM Average](#)



<< Previous 25

Next 25 >>

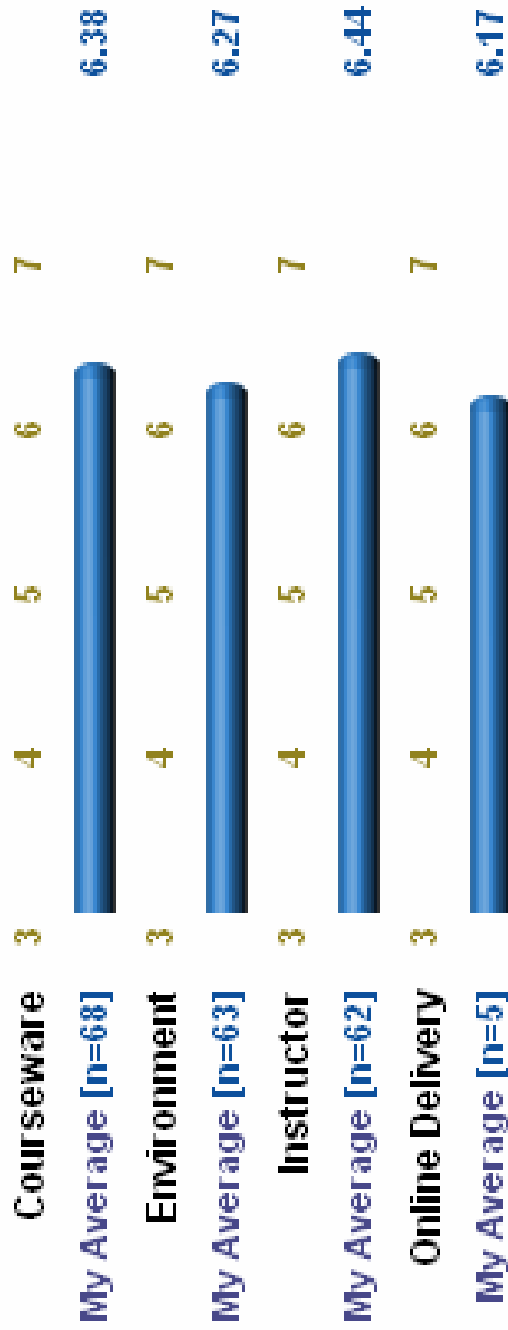
View All (total 8)

Report Card

Report Card - Category Totals

a summary of learning performance by survey question category and by survey question

Time Period for Reporting: Dec 1 2004 to Dec 31 2004



Business Opportunities

Applications Business Opportunity Report

students that wish to be contacted regarding advanced or complementary classes

Time Period for Reporting: Dec 1 2004 To Dec 31 2004

Student Email Address	Date	Course	Learning Provider	Instructor	Learning Methodology	Location	Client	Comments
csmith2@usabank.com View Evaluation	Dec 17 2004	Word/Excel 2002 level 2	XYZ Corporation	Thompson	Instructor Led	Los Angeles, CA	Unaffiliated	View Comments
ddavidson@usabank.com View Evaluation	Dec 17 2004	Word/Excel 2002 level 2	XYZ Corporation	Thompson	Instructor Led	Los Angeles, CA	Unaffiliated	View Comments
a.adams@usabank.com View Evaluation	Dec 15 2004	Visio 2000	ABC Corporation	Smith	Instructor Led	Miami, FL	Unaffiliated	View Comments
m.lewis@usabank.com View Evaluation	Dec 15 2004	Visio 2000	ABC Corporation	Smith	Instructor Led	Miami, FL	Unaffiliated	View Comments
m.kass@usabank.com View Evaluation	Dec 15 2004	Visio 2000	ABC Corporation	Smith	Instructor Led	Miami, FL	Unaffiliated	View Comments

Comments

Perceived Value

What about this class was most useful to you?

- the manuals were helpful(mary@acme.com)
- I like web-based classes because I can do them on my own time(aliceb@usabank.com)
- Will definitely use on the job(mike.adams@rxinc.com)
- everything was helpful(chenderson@agency.gov)
- Examples to help me remember the basics(michaels@insureco.com)
- the way the instructor reviewed each major section of new material with an example(mlewis@acme.com)
- This was perfect! This will help me so much at work(chris.clark@clark.com)
- examples were good(john_jones@PROne.com)
- This is perfect to help me improve on my webpage for my small company(jim.albright@albrightco.com)
- Learning the latest trends in resumes will help me evaluate them better as they come into my department (I'm in HR) (alan.jones@energy.com)
- examples(carolwilliams@usabank.com)
- I loved that we worked on cover letters for the job descriptions we brought in, and went over various formats for them (mary.smith@rxinc.com)
- I learned a lot of tips on how to tailor my resume for when I want to move out of my industry into another (caclarke@hitech.com)
- I feel much more confident in my ability to create a competitive resume when I graduate college(abc123@email.com)

Our Customers Say it– MTM measures it

- **98% would recommend New Horizons to others.**
- **70% of the new knowledge/skills learned at New Horizons are applied on the job within the first eight weeks.**
- **Over 98% of our clients utilize the knowledge and skills gained through New Horizons training in their job.**
- **59% say that the training received was critical to their job performance.**
- **60% say that New Horizons significantly impacted quality.**

Showcase Value to Partners

“The data supports the fact that New Horizons continuously ranks as a high performing partner for Microsoft and they continue to be a leading advocate of measuring the impact and ROI on their training, which not only helps their customers but Microsoft as well.”

Lutz Ziob

General Manager, Microsoft Learning

Case Study: 1-800 Flowers

**Key Client of New Horizons, Long Island
Online Floral Delivery Company**

1-800-flowers.com
Your florist of choiceSM

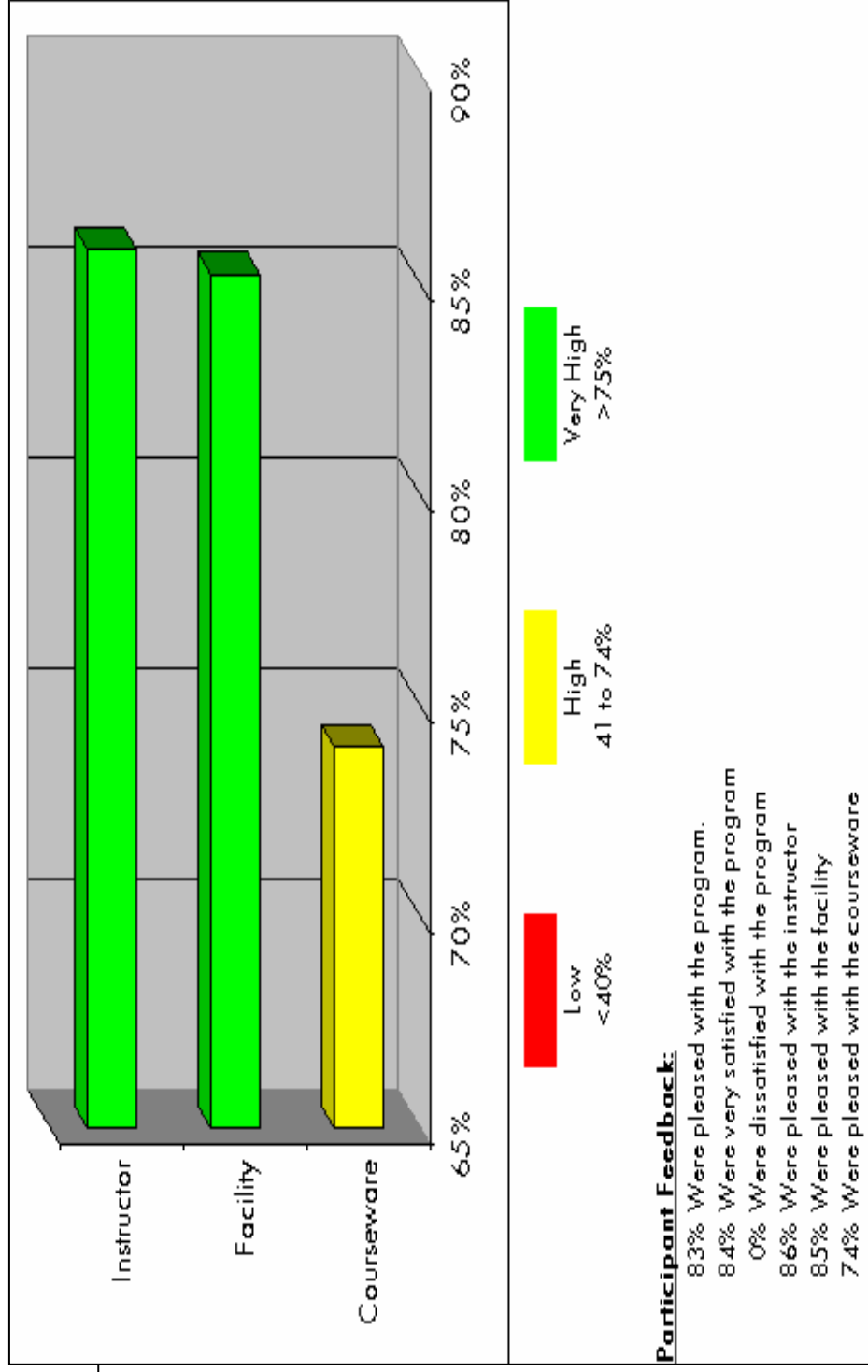
Case Study: 1-800 Flowers

AE Contacted KnowledgeAdvisors (KA)

KA used Metrics that Matter compiled data into a report for 1-800 Flowers

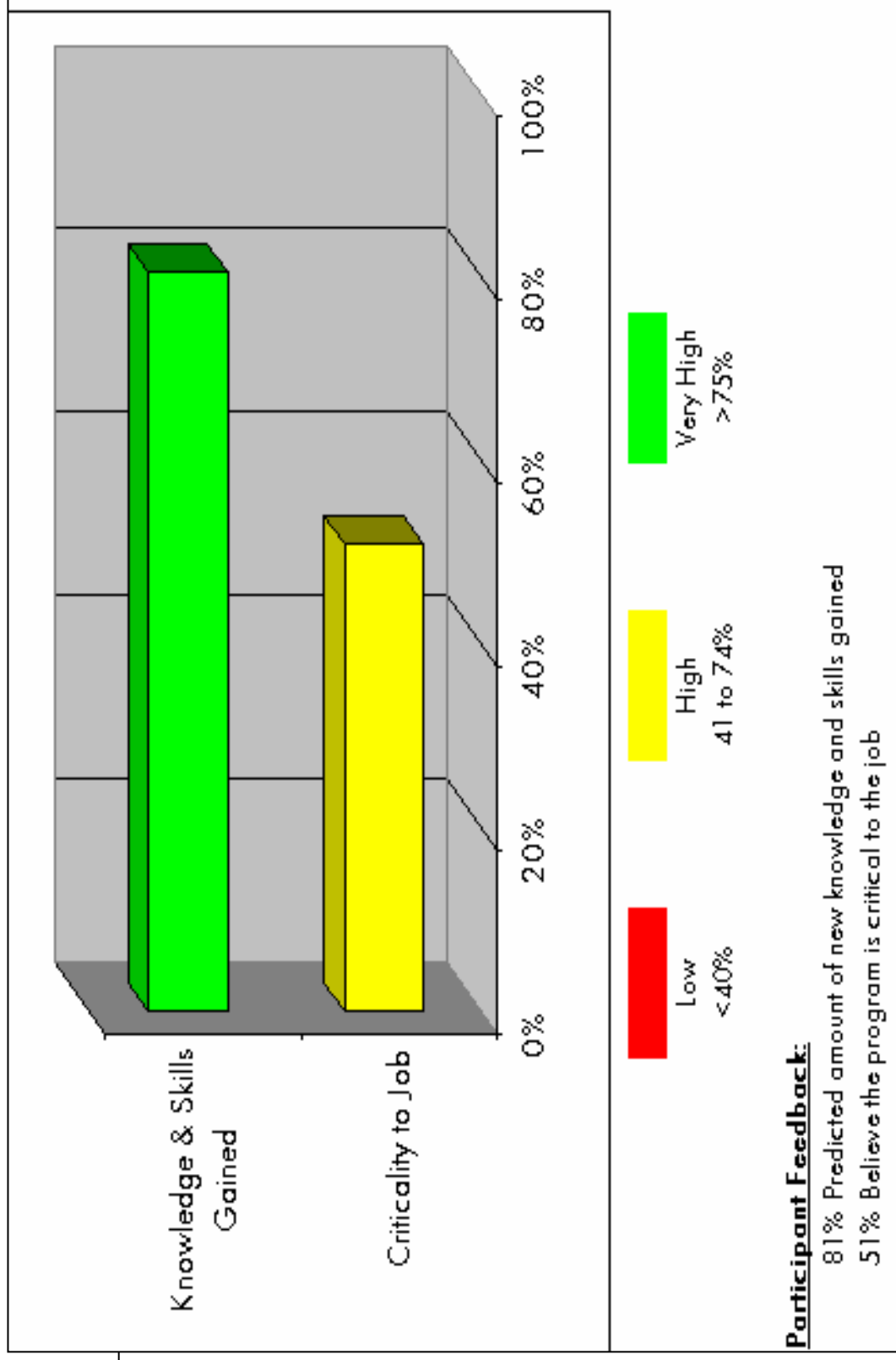
- Report included:
 - Quality Indicators
 - Effectiveness
 - Projected Impact
 - Results
 - Comments

Case Study: 1-800 Flowers Satisfaction Indicators



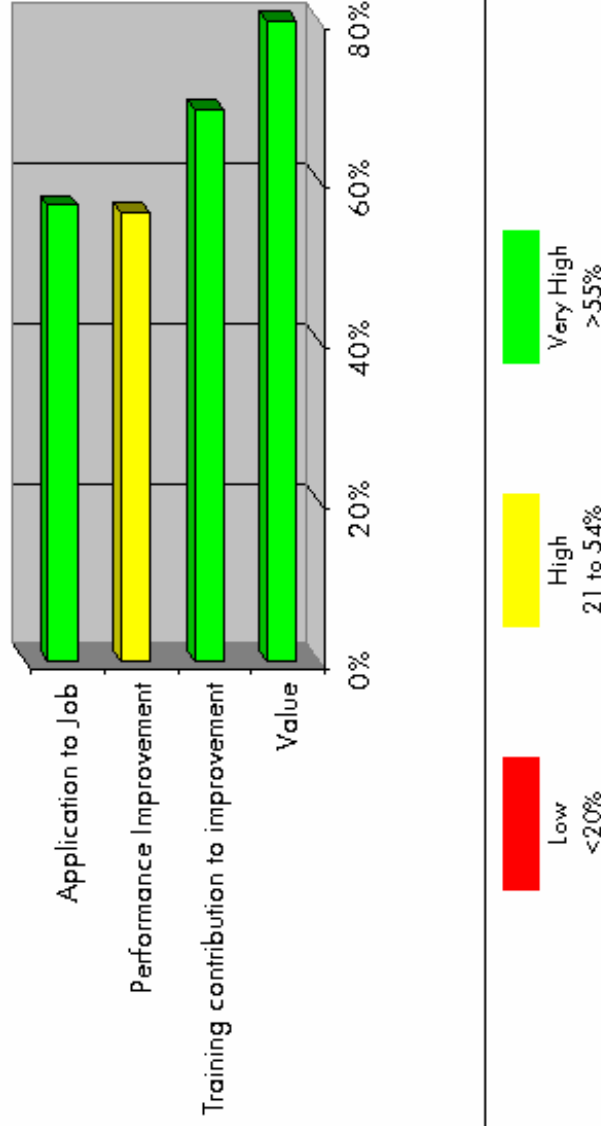
MTM quantified the high quality and satisfaction NH provided over the years of training.

Case Study: 1-800 Flowers Effectiveness Indicators



MTM showed that learners experienced very high knowledge and skill gains from the training NH provided.

Case Study: 1-800 Flowers Projected Impact



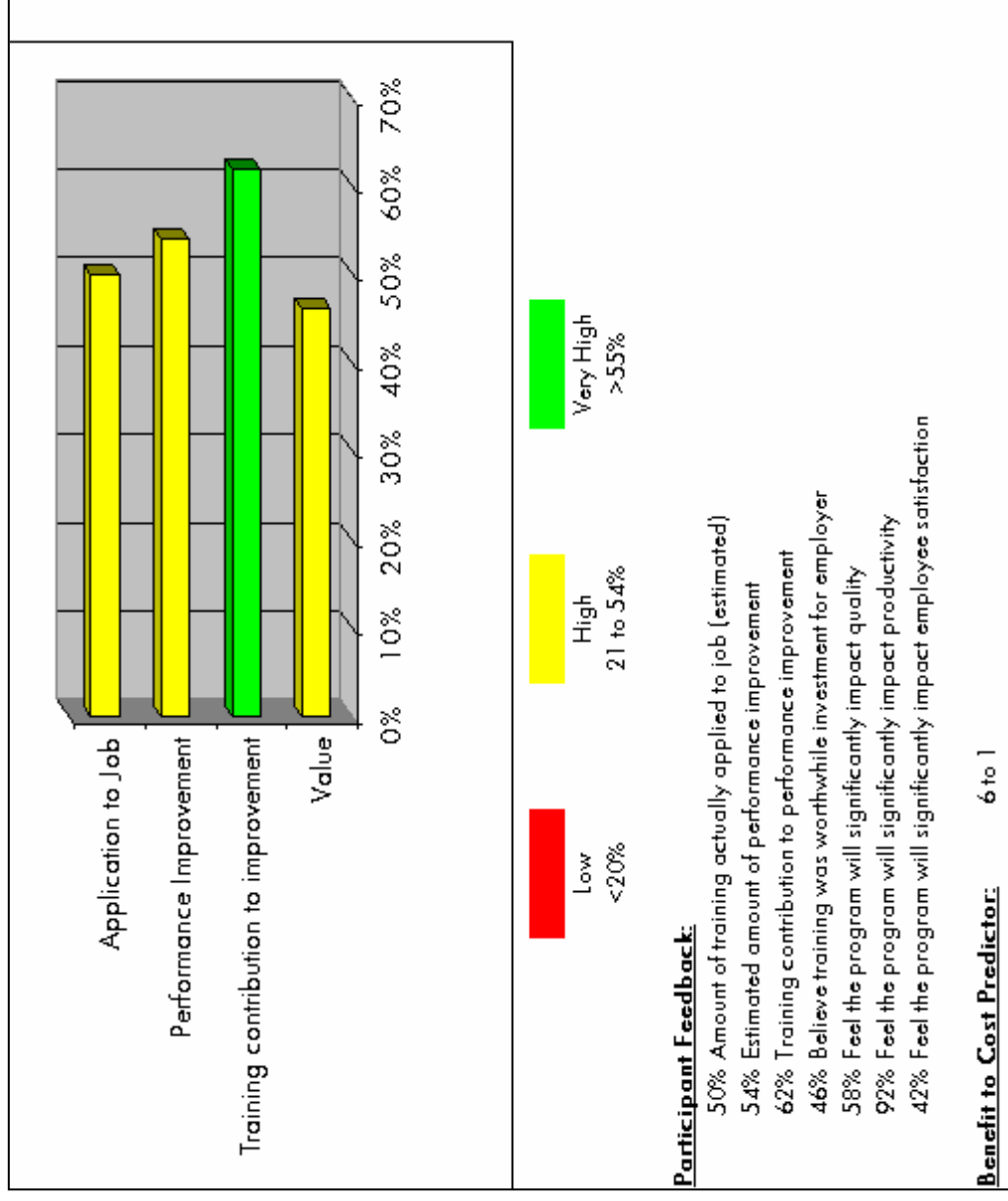
Participant Feedback:

- 57% Amount of training planned to be applied on the job
- 56% Expected amount of performance improvement
- 69% Training contribution to performance improvement
- 80% Believe training was worthwhile investment for employer
- 78% Feel the program will significantly impact quality
- 78% Feel the program will significantly impact productivity
- 44% Feel the program will significantly impact employee satisfaction

Benefit to Cost Predictor: 7 to 1

MTM quantified the impact the training had on the job of 1-800 Flowers employees. A 7 to 1 benefit to cost ratio was predicted.

Case Study: 1-800 Flowers Results



MTM quantified the actual results 2 months AFTER the training for an on-the-job analysis proving ROI actually occurred.

The Case Study: 1-800 Flowers

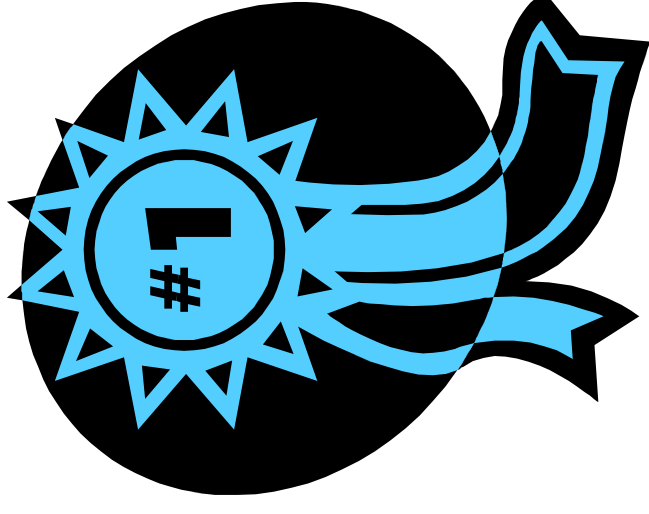
“We never had metrics before, yet New Horizons had some creative ways of providing quantified metrics on the value of training.”

Neil Hollaran,
Director of Fresh University

New Horizons excellent client service
\$276,000 in cost savings
15,000 hours of improved productivity

Metrics That Matter

- ▶ Management tool
- ▶ Measure training quality
- ▶ Measure client satisfaction
- ▶ Retain customers and employees
- ▶ Identify business development opportunities
- ▶ Mine data for strategic marketing
- ▶ Identify & measure areas to improve
- ▶ Showcase value
 - Customers, Partners, Staff



Metrics That Matter- ***The Best Practice is to USE IT!***

Contact information:

- ▶ **Diane Tuluceanu**
 - **Product Marketing Manager**
 - New Horizons Computer Learning Center of Washington, D.C.
 - (703) 749-3634
 - *Diane.Tuluceanu@newhorizons.com*