



Sagem Communications
Paris, France
www.sagem.com

Industry:

Communications

Annual Revenue:

US\$1.83 billion

Employees:

6,500

Oracle Products & Services:

Oracle Learning Management On Demand

Implementor:

Oracle Consulting

“Oracle Learning Management has become our vendors’ partner! Its user-friendliness has increased trainee attendance and its flexibility has facilitated the deployment of our training program throughout the world, as well as its adaptability to the requirements of the different countries.” – Bruno Gérard, VP, Professional Terminals and Systems Department Director, Sagem Communications

Sagem Communications Optimizes its Sales Representatives Training Throughout the World

Sagem Communications (SAFRAN Group) is a major player in the communications industry, having achieved a worldwide presence thanks to its strong capacity for innovation. Sagem products have achieved tremendous success, particularly in the areas of printing terminals, residential terminals, digital TV decoders, networks, and electronic count meters.

Challenges

- Facilitate the dissemination of the company’s knowledge and culture among travelling sales representatives
- Provide follow-up refresher courses after traditional training sessions in order to increase knowledge transfer
- Create general culture training programs at minimal cost to meet vendors’ needs

Solution

- Deployed Oracle Learning Management to allow staff, via an intuitive online portal, to plan their training, register and take short training sessions
- Integrated eLearning into Sagem Communications’ global training policy (Sales Academy) to the same extent as traditional training methods
- Increased the participation rate in training programs from 53% to 95% in two years
- Facilitated the monthly online posting of two new short training sessions, which otherwise would not be offered
- Provided 900 hours of eLearning per month to 450 product and sales engineers in Europe, Asia, the United States and Canada
- Achieved 80 to 85% participation in training from invited sales representatives, as early as the first day of online posting
- Saved on travel expenses—estimated at 230 euros per person trained via eLearning compared to traditional methods
- Increased the level of convenience for travelling sales representatives, allowing them to obtain rapid training prior to meeting with a client