



# Learning Services



## The changing learning landscape.

The learning landscape is changing as fast as the workplace in which it is delivered. There is less time between business technology and refresh programmes, constant re-engineering of business processes, and an emergence of a 'You Tube and Facebook' generation of employees who have grown up with technology. Local authorities are faced with challenges such as; ensuring the workforce has timely access to relevant knowledge to fulfil their roles, leveraging a return on investment for new business tools and technologies, and minimising the loss of productivity as their workforce transitions to new ways of working.

## Innovative learning solutions.

We have been providing learning services for more than 60 years. We work in close partnership with our clients combining expertise in instructional design, learning technologies and project management to analyse learner expectations, identify key performance requirements and drive behavioural change. We understand that one size does not fit all so we use a blended method. Our training and learning solutions integrate instructor led and self-directed learning and are tailored to each organisation's needs. These may include instructor led classroom training, virtual classrooms and e-learning, to user guides, interactive "show me" demonstrations and performance mentoring.

## Local authorities learning offerings.

- New starter on-boarding including: policy, legislative, regulatory and procedural
- Customer handling skills
- Systems and technology training e.g. Microsoft Dynamics CRM and Northgate
- On-going performance support and coaching

- Over 60 years of learning services experience
- UK Learning and Performance Institute's Learning Provider Accreditation
- International award winning learning services

## Other Services for Local Authorities



### Contact Centres

We design, operate and manage 24/7 local authority contact centres, delivering flexible, integrated multi-channel customer services (web, email, phone and social media) for local authorities and housing associations. What's more, we work with our clients to proactively implement relevant channel shift and progression to self-service, migrating contacts from high to low-cost channels.



### IT Security and Data Protection

We understand the importance of protecting data and personal identifiable information (PII) as well as the many risks of data breach. Through contact centres we manage and protect PII for local authorities, adopting a holistic approach that looks at all facets associated to data protection. In addition to protecting against technical threats, we also look at procedures and policies that enable organisations to conduct secure "business as usual" operations.



### Contact Handling Shared Service (CHSS)

CHSS is a shared service framework agreement providing services to manage out-of-hours and optional daytime contact handling. The framework has been in place since 2008 and is effective until 2018. It is proven to have saved participating organisations millions of pounds and can be accessed by local authorities, housing associations and government agencies. General Dynamics Information Technology has been the chosen service provider since the framework's inception.



### Integrating Services for a User Friendly Citizen Experience

Customer relationship management (CRM) solutions often mean different things to different people. However where there is common ground for local authorities is the overarching need to deliver high-quality customer service outcomes, reduce the cost to serve, and achieve efficiencies by bridging the gap between front line services and back office systems. We have developed a local authority specific CRM solution, which integrates market-leading products including Microsoft Dynamics CRM platform, a blend of applications and Microsoft gold partner products. Why did we do this? We wanted to design a flexible, affordable and scalable CRM solution that meets the specific requirements of local authority contact centres. We support clients in delivering quality customer contact handling, channel shift, and the efficient management of transactions, from initial contact through to service fulfilment.

- Migration of legacy applications to a Microsoft Dynamics CRM platform
- Development of process-driven desktop specifically for local authority contact centres
- Design of interfaces to connect front office services to back office systems
- Optional cloud or on premise Microsoft Dynamics CRM delivery
- Business process re-engineering

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