



Case Study

**Shell**



# Shell

## Capabilities used

- ⊗ User research
  - Brand strategy
- ⊗ Creative design
  - Website build
- ⊗ CMS design
- ⊗ Online learning
  - Email
  - Retail
  - Security
  - Games
  - Viral
  - SEO
  - Marketing
  - Intranet



## Achieving global training standards with online learning

*We created an online learning system for key Shell employees in Africa, ensuring that they had the same access to Continuous Professional Development as other staff around the world.*

## The business/communications challenge

In remote sites it is a challenge to give key staff members access to the same training as other locations; there is too much expensive trainer downtime due to travel. Shell wanted to prove that international standards in training could be achieved around the world via a measurable, repeatable online learning framework. There were no existing systems that met their specific requirements; the results had to be delivered in the field, with likely restrictions on bandwidth.

## Why Shell chose Cynosure

Shell needed a partner with relevant experience that could deliver 5 different training modules, on-budget, within a month, to the demanding standards the industry is famous for. We embraced the opportunity to find a bespoke solution where there were no fixed standards, no proved concept. We offered flexibility and an individual approach; planning the system, developing it, and designing the interface.

## The Project

We liaised with both Shell and Univation and coordinated the work with multiple providers to turn course content into an integrated combination of animation, video and voiceover. We created the multiple choice testing environment, which decided how these questions were to be answered. Despite the high content level, e.g. use of video, we developed a package that was sensitive to bandwidth: automatically adapting to PC and mobile phone systems, and also deliverable on CD Rom.