



Global Knowledge™

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## Kingston Communications maintains expert knowledge for competitive advantage

*In the highly competitive telecoms industry, Hull-based Kingston Communications sought a cost effective learning solution that would give it a strong differentiating offer.*

Kingston Communications is one of the UK's leading telecoms companies and is working with learning solutions provider Global Knowledge to deliver its strategic objective of being a 'trusted expert'.

The company was originally established in 1904 in Hull, serving the East Yorkshire area with a fixed line telephone service. Today its services have expanded to include broadband and internet and mobile connectivity to residential and business customers alike.

Kingston sources a managed service learning solution from Global Knowledge that is providing it with:

- Tailored training in line with strategic objectives for all areas of the business, including IT, telecoms, and Health & Safety
- Highly cost effective training provision with a rapid turnaround from initial request to delivery
- The ability to stay abreast of IT developments in order to maintain industry leadership as an expert in telecoms provision
- On-demand support for technical training advice that is unavailable in-house.

### Standing out from the crowd

The Kingston group, which also comprises contact centres, specialist publishing services and a national business-to-business communications operation, Affiniti, has always been proud of its 'trusted expert' claim. The company knows that this is a key differentiator.

Mandy Rutherford, Kingston's Group Head of Learning & Development, explains: "Being a trusted expert is one of our core values and to ensure that we always deliver on our promise we need to continually develop our people in line with the changing market.

"Training and development are key to the success of our organisation in this respect and we need to ensure the best possible technical training and development for our people. It's also important that this training is easily accessible and provides us with an ongoing support network to supplement our own internal resources."

### Broad training remit

In 2005 Kingston Communications began sourcing its training from Global Knowledge. "I'd come across the company in a previous role," explains Mandy, "and the quality and product knowledge of their trainers always impressed me. The depth of the learning solution they're now providing us with is invaluable."





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Global Knowledge – Providing enterprise learning services for IT and management professionals

That depth comes in the shape of more than just IT and telecoms training. “We’re providing a genuinely comprehensive package of learning support,” says Global Knowledge Client Relationship Manager Nick Glazzard. “This includes Health & Safety, such as first aid, and functional learning solutions such as driver training.

“We’re delivering the core curricula skills for Microsoft, Nortel and Cisco, as well as secondary IT learning support and IT project and service management methodology including Prince2™ and ITIL®. And if Kingston needs to provide safety training for a field engineer who’s climbing telegraph poles, we manage the delivery of that training too.”

Mandy Rutherford adds: “We view Global Knowledge as an extension of our own team and that’s fabulous. We know that they deliver what they say they will, when they say they will. I understand the technical requirements of my business but not the detail and the Global Knowledge team translates this into ‘real’ words for me.

“If an IT technician or engineer has a query that we can’t handle in-house, they can put in a call to Global Knowledge, which is a great business asset.”

### Tailored training

Training is delivered across the UK either at one of Global Knowledge’s fully equipped training centres or at a Kingston Communication location, depending on the whereabouts of the employees and the availability of relevant equipment. The telecoms provider has been impressed with the speed at which training is now delivered, from an initial training request to the receipt of a learning solution.

Tailored training is available for those employees requiring specific components of programmes rather than the full schedule of learning. A training needs analysis based on the employee’s job role results in an intensive bespoke programme that delivers all they need to perform their job so that effort isn’t wasted on acquiring redundant skills.

Rapidly delivered, focused training of this nature has positive cost implications. “There’s no doubt that the overall cost of our training, especially in technology and telecoms, is lower than if we’d attempted to deliver it ourselves,” notes Mandy Rutherford. “And the faster our people are equipped with the skills they need to do their jobs effectively, the more competitive we become.”

The business benefits of the Global Knowledge managed solution have rapidly accrued. As well as freeing up internal resources to focus on other essential work, a single source provider for all Kingston’s training needs ensures consistency of training provision and the delivery of best practice group-wide.

“I trust the Global Knowledge team to provide us with the best service available and if that’s not possible they explain why and, importantly, they will always offer an alternative.”

**For further information please contact Global Knowledge**

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