



Global Knowledge™

PruTech supports The Prudential's need for customer service excellence with a tailored ITIL training programme developed in conjunction with Global Knowledge.

PruTech gains a 360 degree perspective on service delivery

PruTech has worked with learning solutions provider Global Knowledge to instil in its people the skill and professionalism in service delivery demanded by the highly competitive financial services sector.

PruTech, Prudential UK's IT services arm, prides itself on the role it plays in making Prudential one of the UK's most successful companies. The business provides everything Prudential needs to remain competitive and deliver a reliable and efficient service to its customers – from desktop support to the development of advanced applications.

PruTech employs around 1000 people, mostly working in Reading and in Craigforth, Scotland, but with a few based in London and in Mumbai. The business is focused on developing the skill and professionalism of these people and has adopted the IT Infrastructure Library (ITIL) framework as the basis for delivering employee education and best-practice in service delivery.

Early in 2005 PruTech embarked on a programme that would give all its people a solid grounding in the principles of ITIL. This ultimately led the business to learning solutions provider Global Knowledge.

Relevant training

PruTech Director of Central Services Kerwin Hack was a key proponent of ITIL and one of the people behind The PruTech Foundation Programme. This set out a tiered approach to personal development, enabling people to select essential training courses and to go on programmes that aligned with their own personal skills development plans.

"One of the key requirements for taking the initiative out across the organisation," notes Hack, "was for it to provide more relevant and useful training. We wanted to provide an insight into how the whole PruTech organisation worked together to deliver services for Prudential UK."

A major challenge from the outset would be getting people to spend enough time away from their desks to fully absorb the PruTech version of ITIL. Most foundation ITIL courses need two days of training to deliver the full benefits. This was a lot to ask of PruTech's busy people.

Expert advice

It was at this stage that PruTech consulted Global Knowledge. The company was already well-established as a preferred supplier of education on Cisco Systems, Microsoft and Novell solutions and knew straight away that it had the scalability and flexibility to deliver what was needed. By working with its partner Fox IT, Global Knowledge had the capability to deliver the courses and manage the entire project. The big challenge would be to reduce two days of content down into a single day.

A combined PruTech, FoxIT and Global Knowledge team devised a one-day course (Understanding ITIL Service Provision) that involved both formal presentations and role-playing to ensure delegates received maximum benefit and developed an enthusiasm for the ITIL concept and principles. This worked extremely well with PruTech people responding with great zeal.

Following a successful pilot course the first phase of new training was rolled out. This was managed in its entirety by Global Knowledge who co-ordinated the course bookings and ensured that delegates knew exactly when they were due to attend a course and where they had to go.





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Global Knowledge – Europe's leading provider of learning services

Real credibility

PruTech believes that getting a professional and respected training provider to organise and deliver the courses made a real difference to the overall success of the scheme, giving it more authority. Employee feedback had previously identified a lack of credibility with internal training. "People would be booked on course and then not turn up", says Hack. "We did not have a problem with the ITIL courses – there was a real buzz about the place."

Courses were held in both Reading and Craigforth with class sizes varying from eight to 14. Global Knowledge made sure that there was a mix of people from different PruTech departments on each course. This interaction of colleagues from across departments gave delegates 360-degree visibility of the end-to-end services and processes they deliver to Prudential UK.

Excellent results

The results have been excellent says Hack. "Service has got better – demonstrably better. Can I say, hand on heart that it is down to the ITIL training? I think it has certainly helped ... There is much more of a service focus within PruTech. People know that what they do has a potential impact on everyone else."

He believes the key success factors were that it was well thought out and project managed and delivered by highly capable, professional training providers to mixed groups who genuinely enjoyed the experience. It also demonstrated PruTech's commitment to motivating and developing its people. This energised and empowered delegates who continued to talk about their training and how to make the ITIL principles work when they went back to their desks.

Hack was delighted with the early results and with the efforts of Global Knowledge, Fox IT and the PruTech people involved in making the ITIL courses a success. "I am really proud of the team and what they did. It was just great to feel a part of it."

Making an impact on service delivery

Delegates responded enthusiastically to PruTech's Understanding ITIL Service Provision course and gave some very positive feedback, including:

"A very knowledgeable trainer made a huge difference. Being able to give practical examples was great as was his knowledge of the whole ITIL thing."

"The best internal course I've been on."

"I have gained a greater understanding of the end-to-end Service Support and Delivery mechanism, along with the interrelations of each of the processes and functions. I think that post this course I will have a greater appreciation of how we can use the ITIL principles to provide a better level of our service to our customers."

"I will now give greater consideration to colleagues in other parts of PruTech when making decisions within my own functions."

"It was a good way to break up the theory with some practical activities that were lively and kept your interest. I also thought that having the post-it notes to place any questions or suggestions throughout the session was a great way to capture thoughts as they happen."

"Well worth taking a day out to attend."

For further information please contact Global Knowledge

www.globalknowledge.co.uk ☎ 01189 777 766

Global Knowledge, Mulberry Business Park, Fishponds Rd, Wokingham Berkshire RG41 2GY
T +44 (0) 1189 777766 F +44 (0) 1189 777767 E info@globalknowledge.co.uk

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