

Telecommunications

INDUSTRY BRIEF

Custom Learning Solutions

For more than 30 years, General Dynamics IT has completed more than 500 custom learning projects in the telecommunications industry. Our solutions have supported some of the most critical business initiatives for a range of wireless, wireline, broadband and equipment providers, with demonstrable return on investment. As a result, our clients have seen an increase in customer response levels, improved performance support with streamlined content, improved effectiveness, accuracy, revenue generation and collections success of service representatives, and a boost in efficiencies in the deployment and operation of complex equipment.

Workforce
HOT LIST



Experience:

- Billing & Collections
- Broadband Internet Technologies
- Broadband & Optical Data Transport
- Business & Residential Call Centers
- Central Office Operations/Maintenance
- Competitive Long Distance
- Complex Voice Services
- HAZMAT & Safety
- Information Systems
- Installation & Maintenance
- Network Management/Provisioning
- Network Troubleshooting
- Outside Plant
- Product Knowledge
- Project & Cost Management
- Service Order Processing
- Strategic Planning
- Switch Operations/Maintenance
- Video Communications
- Wireless Communications

Technical Engagements



Reducing Training Time and Creating Cost Savings

Achieved important economies of scale for a wireless services provider deploying a new troubleshooting system.

General Dynamics IT rapidly developed an eLearning program to educate current and new-hire customer service associates on a system overview and introduction, including guided walkthroughs with integrated practice and simulated scenarios.

Results

- ✓ Deployed a 90-minute program that reduced overall training from two weeks to 4.5 days
- ✓ Reduced training costs for 300 representatives by an estimated \$300,000 through the initial 48 classes and first four months

Fostering Technical Proficiency

Delivered 60 hours of eLearning including targeted hands-on practice and assessment.

To support rapid job proficiency of newly-hired Central Office Technicians on critical customer provisioning hardware, General Dynamics IT utilized a leading-edge learning object approach. This solution enabled content to be repurposed across multiple audiences and facilitated future reuse.

Results

- ✓ Accelerated the employee learning curve
- ✓ Standardized performance
- ✓ Enabled self-directed instruction and limited required facilitator intervention

Enhancing End User Solutions

Developed diverse customer learning solutions.

A leading internetworking company sought General Dynamics IT's expertise in high quality, sound and complex courseware to support training for hardware familiarization, installation, operation and troubleshooting of switching technologies. The solution included more than 450 seat-hours of training spanning eLearning, web-based performance support and video.

Results

- ✓ Delivered electronic support tools that decreased time required to complete mission-critical tasks
- ✓ Helped save thousands of dollars in reduced training costs related to travel and downtime
- ✓ Provided a key product differentiator through succinct, effective, user-friendly training

Providing Invaluable Performance Analysis

Supported performance improvement job task analysis recommendations.

A high-growth, regional wireless telecommunications company sought to improve performance and identify needed support for engineering and operations personnel. General Dynamics IT clearly defined job functions and tasks, and recommended a task-based, blended learning curriculum.

Results

- ✓ Helped drive actionable job performance recommendations for employees
- ✓ Augmented blended learning curriculum with accompanying online performance support tools to provide just-in-time, on-the-job employee support

Soft Skills Engagements

Delivering Significant ROI on Customer Service Solution

Enhanced client's knowledge management solution to provide critical product, process and systems information to service representatives.

A large telecommunications provider sought to re-engineer its existing training curricula to increase speed-to-task while reducing training time requirements. The General Dynamics IT solution significantly organized the content to support the client's training needs for new hires and incumbents.

Results

- ✓ Reduced training time by 25 days per student
- ✓ Delivered a corresponding increase of 25 days accelerated to revenue generation
- ✓ Achieved an estimated return on investment of 385% over a 2.5 year period

Developing a Virtual University

Delivered sophisticated virtual university improving efficiencies and performance.

A global telecommunications provider envisioned a virtual university that would improve its sales output. General Dynamics IT designed and created the site's infrastructure, content and functionality. The resulting virtual university received a Silver Medal from the prestigious Brandon Hall Excellence in Learning Awards.

Results

- ✓ Increased the overall effectiveness of instruction while providing always-available sales training
- ✓ Reduced travel, employee turnover and other hiring-related costs
- ✓ Delivered an estimated return on investment of more than \$4 million

Facilitating Employee Promotions via Management Development Portal

Supported key talent development initiative through robust management and leadership development website.

General Dynamics IT developed a website supporting the company's promotion of sales representatives and district sales managers, allowing invitees to obtain program information, complete and submit an application, take an employment assessment and utilize a tailored training program.

Results

- ✓ Allowed candidates to access a variety of courseware and participate in special projects in any of 12 management development areas (e.g. Analytical Thinking, Problem Solving and Communications)
- ✓ Standardized the candidate application, selection and development processes
- ✓ Supported systematic tracking and monitoring of developmental progress
- ✓ Filled management job vacancies more quickly and reliably





Soft Skill Engagements (Continued)

Re-Engineering Critical New-Hire Orientation

Converted frequently-delivered, instructor-led orientation course into a one-hour web-based course.

General Dynamics IT assisted a digital network provider in streamlining its new-hire overview course that covered company background and history, divisional structure, products and services, and employee benefits.

Results

- ✓ Provided an innovative orientation experience to new hires commensurate with company's technology leadership position in the marketplace
- ✓ Expanded the orientation's reach and creating a rich, employee-centric multimedia experience



“The client program reduced training costs for 300 representatives by an estimated \$300,000 through the first four months.”

About General Dynamics Information Technology

As a trusted systems integrator for more than 50 years, General Dynamics Information Technology provides information technology (IT), systems engineering, professional services and simulation and training to customers in the defense, federal civilian government, health, homeland security, intelligence, state and local government and commercial sectors. Headquartered in Fairfax, Va., with major offices worldwide, the company delivers IT enterprise solutions, manages large-scale, mission-critical IT programs and provides mission support services. General Dynamics Information Technology is one of two business units that comprises the General Dynamics Information Systems and Technology business group.

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