



CASE STUDY: BSI

CONTINUED GROWTH THROUGH A
DIGITIZED POTFOLIO

Good e-Learning
www.goodelearning.com

Overview

The British Standards Institution (BSI) is a global non-profit organization dedicated to sharing knowledge and innovating best practices for businesses around the world.

Having been around for nearly 120 years, and with over 84,000 clients in 193 countries, the BSI has enjoyed tremendous success as a 'business improvement partner. The British Standards Portfolio extends to over 30,000 standards, each created to:

- Facilitate trade
- Provide a framework for enabling efficiency, interoperability, and economic success
- Enhance customer protection and confidence

Challenges

Of course, having been around since 1901, the BSI is no stranger to embracing the future. The organization realized that, in order to continue its growth, it had to digitalize its training portfolio.

This presented a number of potential challenges, including commercially standardizing and extending its product offering, as well as making sure that the organization could successfully support and train its ever-expanding global workforce.

The BSI's key challenges were:

- Providing engaging awareness campaigns and courses based on key standards
- Digitalizing key standards in order to create a blended offering
- Establishing a standardized language to be used globally
- Offering localized and translated courses for multiple key regions
- Establishing a consistent method for tracking and monitoring the success of clients and students
- Improving the skill sets of those in key roles internally and providing regular ongoing training to sales staff and consultants



bsi.

Solution & Result

Good e-Learning helped the BSI by creating a new blended training solution. Over the course of two years, Good e-Learning established an interactive and engaging online training program, enabling the BSI's auditors, sales team, and consultants to gain all the necessary knowledge and guidance to help the BSI achieve its strategic targets.

The BSI is now also able to offer highly engaging online training courses in a variety of languages. This has allowed the organization to continue growing its product offering.

Working closely with Good e-Learning, the BSI is set to continue standardizing, digitalizing, and expanding its global growth and portfolio - equipping it to continue its global growth for another 120 years or more!

For more information on corporate training, please visit our website or contact us directly to speak to a consultant.



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