

LMS e-Learning Implementation Podcast Transcript #12 *Interview with Ena Gordon*

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Mary Kay Lofurno: Welcome to the next edition of the [SyberWorks LMS e-Learning Implementation Podcast Series](#), where we look at actual learning management systems, LMS implementations, and e-Learning program roll-outs. [SyberWorks](#) specializes in customer e-Learning solutions, [learning management systems](#) and customer e-Learning development for governments, non-profits and corporations.

My name is Mary Kay Lofurno, and I'm the Marketing Director here at [SyberWorks](#), and your host today. In this edition, we are [talking with Ena Gordon of TriVin, Inc.](#) about their use of the [SyberWorks Learning Management System](#) to provide employee training.

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Mary Kay: And now we will begin our interview Ena Gordon of TriVin, Inc.

Good afternoon, Ena. Thanks for coming to talk with us today.

Ena Gordon: Good afternoon, Mary Kay. Thanks for having me.

Mary Kay: Ena, tell me about yourself.

Ena: I'm the e-Training specialist for TriVin. I'm responsible for [scheduling](#) and facilitating learning opportunities for our employees and for our clients nationwide.

Mary Kay: OK, that sounds good. Tell me about your company, TriVin, and the products they offer.

Ena: TriVin provides software to the automotive industry which automates motor vehicle processing and the administration and processing of liens.

Mary Kay: What were some of the business factors that lead your company to investigate, purchase, and ultimately install a [web-based learning management system](#)?

Ena: An [LMS](#) was a great solution for our company for many reasons. We need to be able to increase the consistency of our training, we need to be able to keep up with the quick changes within our industry and train our clients quickly on them. It is a way to build our brand loyalty with our clients. It allows us to more effectively measure our return on investment than traditional instructor-led training.

Mary Kay: Can you give me a brief overview of who is using the [SyberWorks Learning Management System](#) at your company?

Ena: Presently we are using it in-house for our customer service reps to improve consistency in our customer service index rating. We have client facing training in development, and it will be rolling out very soon.

Mary Kay: OK. That sounds great. Can you tell me about the [online courses](#) that you provide to your employees and clients through this SyberWorks e-Learning solution?

Ena: Presently we are using [SyberWorks](#) for our career path planning and certification and for new hires and train-the-trainer courses. Soon we will be offering courses to our clients with training on the TriVin University.

Mary Kay: Can you tell me a little bit about the instructional design and planning process you went through to develop these training courses, just to give the audience a feel for that? Because it's different at every organization I've talked to so far.

Ena: Sure. We start with a [training](#) and needs analysis for every new project. We use this to create our guidelines for the scope of the project from an instructional design standpoint, then based on the findings of the training needs analysis, we determine which medium or mediums are best suited for our particular training, and we start designing and implementing from there.

Mary Kay: OK. Tell us a little bit about the [course development](#) tools that you're using right now to construct your [online courses](#).

Ena: I use [Flash](#), UDO2 for simulations, and SyberWorks Web Author.

Mary Kay: Can you tell us about your [customer experience](#) with SyberWorks?

Ena: I can. Everybody I've come in contact with through SyberWorks is always so responsive and helpful. It's been a real pleasure to work with your company.

Mary Kay: Is there anything more you'd like to share in terms of working with SyberWorks to deliver your e-Learning program?

Ena: I really love working with the SyberWorks [LMS](#). It has opened a new avenue for our company to set ourselves apart from our competition by offering more to our customers.

Mary Kay: I know you're really busy, so I'm going to let you go, but thanks for joining us today.

Ena: Thank you very much, Mary Kay.

Mary Kay: This is Mary Kay Lofurno, marketing director at [SyberWorks](#). I wish to thank you for listening to our [interview with Ena Gordon of TriVin, Inc.](#) on the [SyberWorks LMS e-Learning Implementation Podcast Series](#). Talk with you next month!

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