

David Jones

## Case Study.

June 10, 2010



## David Jones Online Induction Program

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Just 50 years after the founding of the Australian colony, Welsh-born immigrant Mr David Jones, opened "large and commodious premises" on the corner of George and Barrack Streets in Sydney on 24 May 1838. His mission was to sell "the best and most exclusive goods" and to carry "a stock that embraces the everyday wants of mankind at large". Since then, David Jones has built a business that prides itself on excellence, with 35 stores operating nationally. As Australia's oldest department store and the oldest department store in the world still trading under its original name, David Jones is not only an Australian institution, but even more significantly, an international phenomenon.

In keeping with this reputation, David Jones believed it to be essential to continue its long history of excellence in its approach to newcomer induction. What better way to imbed a "great place to work" message and to create conditions for attracting and retaining the talent the business needs to carry it into the future than to design a world class online induction program.

The business case advanced by David Jones' Learning Project Team relied on the ability to adopt an online learning model that would enable the company to maintain the effectiveness of its traditional induction training program. The Team recognised that an online platform would have the potential of achieving this objective in an innovative, consistent, and cost-effective way. Equally important was the requirement that any newly developed training must continue to reinforce the reputation and values established by David Jones over their long history. However, if the cost-benefit of providing online induction training couldn't be realised, then future e-learning projects might be jeopardised.

It was essential that this was a successful project for David Jones.

### Partnering with Janison

To find a partner for this critical undertaking, the David Jones Learning Project team requested submissions from tender and, after a comprehensive assessment, chose Janison Solutions to assist them in delivering a new, customised learning platform. The new platform would include 9 online learning modules for induction training.

Janison's client at David Jones was further impressed by the very personal approach their partner used in demonstrating their products. The knowledge and professionalism of the Janison team instilled the confidence David Jones needed in its preferred partner on their e-learning journey.

Above all, having successfully delivered e-learning solutions in partnership with more than 100 project teams who have embarked on e-learning journeys for the benefit of over a million users across the globe, Janison Solutions appreciates the critical importance of the customer relationship. The key to Janison's success and to the success of its e-learning solutions is in CEO and founder Wayne Houlden's approach as "partners in your e-learning evolution." All newcomers to Janison Solutions are imbued with this philosophy from the moment they are inducted.

To find a partner who could work together with David Jones in developing their new online induction program, they requested submissions from tender and after a comprehensive assessment, Janison Solutions were chosen to partner with David Jones in delivering their new customised learning platform, including the building of 9 online learning modules for induction training.

"Janison provided the clearest, concise and comprehensive submission" and "They (Janison) met all of our criteria and explained how the Janison learning system would deliver our content in easy to understand language, with excellent examples from previous projects". - David Jones' Senior Learning Project leader.

David Jones were further impressed by the very personal approach used by Janison to demonstrate their products, instilling a sense of confidence, knowledge and professionalism that clearly identified Janison as the preferred partner in the David Jones e-learning journey.

Janison, who have successfully delivered more than 100 projects for over a million users across the globe, are very experienced in assisting organisations with their e-learning journeys and appreciate how crucially important the customer relationship is when making this journey. As true "Partners in your e-learning evolution", Wayne Houlden, the CEO and founder of Janison, insists this is the core of our success and instils this philosophy into all Janison people.

## Developing the David Jones Courseware

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It can be very challenging to implement change into any environment and with e-learning projects, the first experience can be particularly daunting for both users and designers. With a different philosophy and user interaction at the core of the project, a new set of priorities and design precepts need to be employed.

What works and what doesn't work in e-learning, is a dilemma for anyone who hasn't actually designed online courses before. A best practice approach would necessarily be to work closely with an experienced provider and developer of e-learning programs and to piggyback off their experience. Another dilemma stems from the fact that no matter how closely groups work together, the vision is often difficult to transition into reality the first time an e-learning project is run. With the typical limitations of time and resources, there is always a battle for what to include in the course and what to leave out.

For David Jones the challenge stemmed from translating what was in the minds of the David Jones' team, into a workable, functional and effective e-learning solution. Furthermore, the product must have the look and feel of the David Jones brand, be easy to access and use, provide accurate reporting on outcomes and integrate seamlessly with existing infrastructure. All of this must be finalised, agreed upon and delivered within a preset timeframe.

### Work Begins

Once the design is contracted and signed off, with all of the functional specifications included; work progresses with the actual design of courseware and learning interface. This is the point in the project where the give and take of an effective working relationship is measured and where potentially the project can succeed or fail.

Testimony to the working relationship developed with David Jones are these comments from members of the David Jones project team.

"We appreciated the flexibility provided by Janison including the use of Basecamp project management tools to assist us". "They (Janison) were willing to hear our needs including the creation of custom reporting forms and special email alert functions". "They were very flexible with the time delays in gaining approval for image use and modifying approved images with corporate branding". "All critical issues were met, we were listened to with a willingness to go the extra mile. Towards the end of the project when timeframes contracted, Janison responded quickly with extra resources and rose to the challenge".

Partnership, tolerance and passion to succeed will always drive a project like this to its conclusion and early in May 2010, the David Jones Learning Portal was launched.

## Introducing the David Jones Online Learning Portal

With very few glitches, the David Jones Learning Portal has been operational and providing effective induction training since its launch in May 2010. David Jones have received very favourable responses from users, highlighting ease of use and functionality as strengths "The learner feedback received to date has been very positive" and " Administrators have found the Janison System easy to use, making the transition to a new training approach smooth".

Plus, the David Jones project team are delighted with the finished product.

" Janison assisted David Jones in making our Orientation content come to life for the learner. We went from reading material to interactive content that included videos to reinforce the learning." and "Janison's commitment and dedication in meeting our tight timeframes is commendable"

We at Janison are very proud of the excellent relationships we have with our customers and believe passionately this is the key to success when designing exciting and effective online learning courses.

The screenshot displays the 'Introduction' page of the David Jones Orientation Program. The page features a blue header with 'DAVID JONES' on the left and 'Orientation Program' on the right. Below the header, the title 'Introduction' is prominently displayed. A left-hand menu lists navigation options: 'Getting Started', 'Orientation Structure', 'Online Modules' (which is selected), 'Using the system', 'Why there's no other store like David Jones', 'Summary', 'Home', and 'Configure Module'. The main content area is titled 'Online Modules' and contains two paragraphs of text. The first paragraph explains that users can complete their online orientation in short stages or longer periods, but must review every page and complete all assessments. It also mentions that important policies and procedures are included in the online content. The second paragraph informs users that their HR representative will confirm the completion date, and that classroom orientation sessions will be rescheduled until all online modules are completed. A photograph of a man and a woman in professional attire is positioned to the right of the text. At the bottom of the content area, there are navigation links: 'PREVIOUS | NEXT | HOME | PRINT'. The footer of the page includes standard browser navigation icons.