Case Study: New Telecommunications Curriculum in the Telecommunications Industry

Client
CARA’s client is a large telecommunications equipment manufacturer.

Challenge
This client needed to develop and deliver a curriculum on a new optical fiber technology for internal and external customer support staff. This curriculum had to support both technical and non-technical students.

The client analyzed the target customer audience and their training needs. The curriculum content and delivery method needed to address all aspects of product support such as:

- Installation
- Operations
- Maintenance
- Provisioning
- Technology
- Troubleshooting
- Sales and Marketing

The client expected the training to include more than 21,000 class seats and knew it would take a large team of instructional designers and course developers proficient with the technology and best training practices. The project had to be staffed quickly and the team needed to complete the curriculum in an aggressive six-month timeframe.

Solution
The client partnered with CARA to:

- Qualify and assign 10 technical and experienced course developers and instructional designers
- Create templates for rapid prototype development in compliance with the client’s document control policies
- Initiate timelines for project deliverables
- Design a curriculum
- Identify and incorporate content of course material
- Collaborate with graphic designers, specialty vendors (audio technician/talent, programmers), client internal subject matter experts and managers
- Create SCORM compliant Web-based deliverables
- Facilitate course pilots and evaluation of curriculum

CARA coordinated a team of design and development professionals that had the experience required and knowledge to adapt to the client’s dynamic environment. The entire program consists of 10 courses blending four Web-based and six instructor-led courses. Students choose specific courses based on their individual job function and needs.

Results
The client trusted the CARA team to rapidly produce this training to enable the client to capture a growth opportunity in the telecommunications market. The positive outcome of this initiative prompted the client to engage CARA for additional high-profile projects.

About CARA
The CARA Group, Inc. is a consulting firm specializing in custom learning, performance and change management solutions for Fortune 1000 organizations.

Headquartered in Oak Brook, IL, CARA provides clients with highly qualified consultants who design, develop and implement flexible solutions to meet their training needs. By quickly and cost-effectively delivering world-class consulting services, CARA helps clients build programs that directly contribute to an organization’s productivity and growth.