



Enabler of the digital transformation

The coronavirus pandemic is accelerating digital learning. UNI-Learning confirms that e-learning has become the new normal and the company is drawing worldwide attention with FLOWSPARKS®, an innovative software application for online training courses.

Crisis stimulates digital learning

“The coronavirus pandemic has further accelerated our growth,” says CEO **Guy Herregodts**. “Companies that were considering the step towards our platform have now jumped on the bandwagon. They offer a diverse range of training courses, with the most popular approaches being the onboarding of new employees, safety, and compliance.”

Online training courses are efficient

E-learning is closely linked to the digital transformation that is taking place within every organization. “Setting up training courses in classrooms is time consuming and a major organizational task,” explained Guy. “The classic e-learning approach already changed that. Online training courses work much more efficiently, as the participants are no longer tied to a location and time. Now that companies and organizations are creating intuitive and interactive customized training courses themselves using the Software-as-a-Service (SaaS) model from [FLOWSPARKS®](#), we’re really speaking of disruption as far as I’m concerned.”



GUY HERREGODTS
CEO at UNI-Learning

Digital learning at Proximus

Proximus launched 'Make your own digital learning' five years ago. "We encourage our people to create their own training modules using simple software. Although they looked simple at start, they immediately proved their worth for our teams. **FLOWSPARKS®** then took e-learning to an even higher level. Among other things, the quiz functionality and certification possibilities contribute to a better anchoring of knowledge."

"For example, we use e-learning to train call center staff or to provide our sales teams with continued educational courses. Digital content used to function as support for classroom training. I see the converse happening in the future: e-learning will be a foundation, with an in-person session as a supplement."

Jan Neels, Digital Learning Specialist at Proximus



UNI-Learning launched **FLOWSPARKS®** in 2017. The platform makes it possible for companies and governments to create, manage, disseminate, or adapt digital training courses themselves – with or without supervision – in an easily accessible manner.

4449

The number of digital learning sessions that Proximus employees made themselves, has risen from around thirty a year to more than tenfold in five years' time. The counter is already at 449 just halfway through 2020.

Five golden tips for setting up an online training course

1

ENSURE INTERACTIVITY

Let the participants take action themselves, for example, by means of a quiz.

2

KEEP A CORE MESSAGE IN MIND

Ask yourself the question: if the user has to remember one thing, what should it be?

3

GRANDMA-PROOF THE TRAINING COURSE

Avoid too much complexity. If your grandmother can understand the message, then it is okay.

4

RECOGNIZABILITY

Let people from within your organization have a say. Recognizability creates greater support.

5

PERFECTION IS NOT REQUIRED

It is okay if there is a small slip in the e-learning course. Spontaneity takes precedence over a course that is too rigidly defined.

Training plan for your company's talent pool

Jan Van Accoleyen, Chief HR Officer at Proximus works with an extensive internal training plan, in which he focuses on three elements:

1. UPSKILLING

Basic but broad digital knowledge with all employees: office staff, technicians, commercial employees, call center agents.

2. RESKILLING

Every employee keeps expanding his or her knowledge and skills.

3. A BROAD BASIC DIGITAL KNOWLEDGE WITH ALL EMPLOYEES

Employees are offered the opportunity to retrain. We have many vacancies in areas such as digital marketing, data engineering and security. We do not only fill them by recruiting, but we also reskill our employees to do a new job.



JAN VAN ACCOLEYEN
Chief HR Officer at Proximus



“WE APPROACH THE NEED FOR SPECIFIC PROFILES IN A DIFFERENT WAY. WE ARE BUILDING A LEARNING ORGANIZATION: AN INSPIRING ENVIRONMENT WHERE WE OFFER SUPPORT FOR EMPLOYEES WHO UNDERGO TRAINING.”

Tania Pittoors, Head of People & Change at KPMG

DIGITAL TOOLS SHOW TALENT AND THE NEED FOR TRAINING

[Read the interview](#)