



# The Enterprise Training Handbook

Transforming Training Programs with Cutting Edge Training Management Solutions

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# Introduction

Whether you run a small business or a large enterprise, managing resources, customers, partners and developers is a priority that directly influences your growth potential. The growing need to adopt best practices has pushed firms to streamline and organize their work processes. Simultaneously, organizations have started investing in advanced solutions that can help them to meet their diverse training requirements more effectively. According to leading organizations, the demand for integrated training solutions will grow in the coming years and more firms will opt for these advanced tools to boost profitability or training ROI.

During the global financial crisis, companies across the United States were forced to cut their training and development budgets. According to a study, companies reduced their training budgets by 6.1% in 2009. As companies struggled to stay afloat during the difficult times, it became necessary for them to decrease their spending on corporate training.

Post-recession, organizations are again focusing on their training and development strategies. Efficient tools and affordable solutions are in great demand and even small enterprises are sprucing up their training budgets.

In addition to corporate training sessions, several professional training programs are conducted online. Six Sigma certification programs and Project Management Professional (PMP) certification are some of the popular online training programs. Such courses require robust training management tools for coordination.



# 1. Types of Corporate Training

Through corporate training, organizations strive to achieve long-term results. Regular upgrading of skills has therefore become a priority for all kinds of organizations. By undergoing training programs, professionals enable organizations to embark upon new ventures and maximize revenues.

## 1.1 Team Training

Teamwork drives an organization forward. Through employee training programs, companies motivate and prepare their employees to contribute to the overall growth of the firm. These programs are especially beneficial for firms that have delivery centers located in different parts of the country/world.

## 1.2 Leadership Training

Employees in managerial and other top positions are required to multi-task and perform a wide range of responsibilities on an everyday basis. These programs enable the employees to understand their scope of work and shoulder greater responsibilities. Moreover, these programs help train potential managers and leaders.

## 1.3 Sales and Customer Service

Every business focuses on meeting the expected return on investment (ROI). Considering the result-oriented nature of businesses, corporate sales training programs assume a lot of importance. These training programs equip the sales team to adopt appropriate strategies to boost sales.



## 2. Challenges in Training Programs

In the past few years, corporate training has become a complex affair for most organizations that have multiple offices in different cities. The situation poses a greater challenge for organizations that need to collaborate with employees/partners/distributors abroad.

### 2.1 Location

With more organizations expanding their network and exploring new regions for growth, collaboration holds the key to an organization's success. Organizations need to schedule the date and time for training sessions, inform participants and also send alerts to ensure maximum participation. Organizations find it challenging to manage training sessions when participants are at different locations.

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### 2.2 Instructor Management

Monitoring instructors and their performance is an essential aspect of corporate training. Organizations need to ensure that the instructor deliver quality content and offer proper training to participants, in order to ascertain the effectiveness of the training program in your organization.

### 2.3 Administrative Workload

Organizing a training program requires planning. Organizers need to pay attention to every detail to increase participation and meet the expected Return on Investment (ROI), leading to a lot of administrative workload. To address complex backend work, organizations may employ expensive time-saving strategies. This is a major problem for smaller organizations that have limited capital and spending capacity.



## 3. Benefits of Class Management Solutions for Training

Integrated class management solutions come equipped with necessary features and tools to meet corporate training requirements. Therefore, organizations of all sizes are now seen opting for cutting edge solutions that help in streamlining the process of corporate training management. Interestingly, a growing number of small enterprises are adopting improved online training management tools to manage their training related requirements.

Integrated online training management solutions provide a host of benefits to organizations.

### 3.1 Eliminate Paperwork

A comprehensive class management software tool eliminates unnecessary paperwork by streamlining the entire process of enterprise training. Information about instructors, participants and staff can be accessed at the click of a mouse. This enables small organizations to reduce data entry expenses. Furthermore, they can monitor all the registrations from a single dashboard which provides the easy viewing facility.

### 3.2 Payment Processing

One of the key factors that have pushed the demand and sale of online class management software tools in the corporate sector is payment processing options. Registrants can pay using any major card and from any part of the world. Furthermore, the safe and secure payment management structure assists with transaction reconciliation, to easily identify fraudulent transactions. It also provides assistance with the processing of refunds and resolves charge back requests.

Some of the main features of online payment management services include:

- Monitors registrations as they occur via notifications
- Enables registrants to make multiple payments, partial payments and deposits
- Supports recurring orders for memberships, subscriptions, etc. regardless of the gateway used
- Provides a self service option for administrators and organizers to submit refunds, process credits, amend orders and complete transfers
- Manages fraud resolution
- Processes and tracks payments via purchase orders or checks
- Provides real-time authorization and processing for MasterCard, Visa, PayPal, American Express and Discover
- Distributes net registration receipts
- Provides consolidated registration data for management reporting and visibility

### 3.3 Award Certificates

Organizations are putting a lot of emphasis on adopting appropriate strategies for time and resource management. Many organizations that conduct online training sessions for their employees prefer awarding certificates online after a training session concludes. With cutting edge training management solutions, organizations can easily create professional looking name tags and certificates for their employees.

A comprehensive class management software tool enables organizations to:

- Create their own printable templates for certificates, name tags, address labels and more
- Create their certificate templates and automatically email them to the employees when they complete a training program
- Add graphics to name tags
- Create an unlimited number of name tags and certificate templates



### 3.4 Manage Registrants

When it comes to handling training sessions for employees located in different cities or countries, managing registrants becomes a major challenge for organizations and training coordinators. With a scalable training management solution, however, the process of attendee relationship management is streamlined considerably.

Integrated training management tools include special features to manage registrants in the most effective manner. These sophisticated tools help administrators to

- Manage cancellations and transfers easily
- Issue credits instead of refunds
- Issue partial or complete refunds with or without cancellation
- Issue or transfer credits as required
- Receive partial payments and deposits, via multiple payment types
- Perform registration edits online
- Enter registration pre or post class

### 3.5 Communication Tools

In corporate training, maintaining communications with instructors and registrants is extremely critical. Comprehensive training management tools are being designed to eliminate communication hassles and provide effective means to reach out to current and past registrants.

The email communication feature provided by advanced training management software tools offer a host of benefits to the users.

- Assists organizations to create and save email templates in HTML or plain text
- Requires no set-up! Emails come from web servers, with reply email address

- Enables administrators to send email notifications to past and current registrants about upcoming training sessions
- Features the option of branding emails with logo and colors
- Registrants receive confirmation mails as soon as the registration process is completed

### 3.6 Instructor Management

The success of a corporate training program depends on the instructor's ability to communicate with attendees. With the help of comprehensive training management solutions, instructor management can be streamlined effectively.

This feature enables organizations to

- Add instructor biographies and pictures
- Monitor the performance of all instructors via online evaluation modules
- Make internal notes about all instructors regarding their skills and qualifications
- Schedule one or more instructors per class
- Add instructor information to the system for scheduling the instructors

With a **scalable training**  
management **solution**,  
the process of  
attendee **relationship**  
management is  
streamlined  
**considerably**

## 3.7 Reporting

Comprehensive reporting features make online class management solutions a preferred choice for most organizations. These online tools provide 24/7 access to important data and help create reports for administrators. Moreover, there is an option of selecting reporting by location.

Class management reports provide a clear picture about the status of all online registrations from the organization's website.

### Attendee Report

This includes all participant information fields.

### Attendee Download Report

These include the current class enrollment status with all the relevant details.

### Questionnaire Report

This includes the current class details based on the answers to the questionnaires filed up by the attendee while completing the registration process.

A wide range of **financial reports** are also available for administrators.

### Reconciliation Report

Enables administrators to view check and cash payments for any date range organized for reconciliation status.

### Customer Report

Provides an aggregated view of the customer details, including registration status and date range.

### Revenue Summary

Displays the revenue generated and the training session details based on the current enrollment.

### Accounts Receivable

Keeps track on past due balances and recent registrations.

### Sales Summary

Offers complete information about confirmed as well as completed registrations for gross and net revenue reporting.

## 3.8 Private Community

Setting up a private community facilitates greater engagement with training programs. This option enables training organizations to connect with their employees, instructors and trainers. By opting for comprehensive training management software, organizations can integrate their ongoing live and online training programs.

Building an online network helps organizations manage and organize their community. Since these solutions are extremely user friendly, technical expertise is not required.

Private Online Communities offer a number of benefits to training organizations.

- Scrollable member directory displaying all members
- Shared photo and media gallery
- Community news and announcements
- Public/private/semi-private organization configuration
- Bulletin board module with custom categories
- Create new private and public pages
- Automatic notifications to members
- Customizable user interface
- Polling module
- Group discussion
- Group custom content

## 3.9 Additional Features

In addition to the various benefits offered by Acteva's online class management solutions, there are several other customizable features that ensure effective training management.

### 3.9.1 Wait List Manager

This feature helps ensure that no seat is left empty on the day of the training session. It allows registrants to opt for different Wait List options.

### 3.9.2 Calendaring

Calendaring tools enable administrators to publish classes for easy viewing, filtering and selection. Some of the features include personalization, custom look and feel and the ability to publish multiple calendars in a cascading hierarchy.

### 3.9.3 Surveys

Creating online polls and questionnaires help gauge the overall experience of participants who attended the training session. Pre-event questionnaires and surveys can also be created to plan and execute the training session effectively.

### 3.9.4 Measure Outcomes

Most online training management solutions feature the option of scored course evaluations that enable administrators to manage recurring sessions effectively.

### 3.9.5 Promotional Tools

Special offers draw attention of potential registrants to corporate training programs. With Promo Codes, Gift Cards and special prices, it gets easier to entice potential attendees. Gift cards can be set up for sale and an unlimited number of promotion codes can be distributed and assigned.



## 4. Conclusion

**W**ith more organizations realizing the need to streamline the process of corporate training programs, the demand for feature rich online tools will increase and organizations will look for more centralized solutions that can help to streamline and standardize training programs.

Currently, corporations are opting to employ cost-effective and user-friendly tools to ensure the success of their training programs. Organizations expect this trend to continue in the near future as well. So, online class management solutions providers need to introduce more customizable and feature rich products to boost their presence and revenues.

Have Questions About Acteva? Call (877) 933-4730, to speak to one of our experienced sales representatives. We're available to handle all your online registration needs Monday through Friday from 7:30 am to 5:00 pm (Pacific Standard Time).

We hope you found The Enterprise Training Handbook helpful and informative. For more information on Acteva and our online event registration solutions, please go to [www.acteva.com](http://www.acteva.com).

## About Acteva

Founded in 1998, Acteva is the largest and most experienced cloud based Event Registration, Class Registration and Private Community Software provider in the market today. We have been helping organizers manage and promote their events, classes, trainings and online payment management for more than 12 years. Acteva has not only provided more than 20,000 organizers with a solution to online payment management, but also a place for attendees, members and donors to interact, collaborate and communicate. Acteva has been a pioneer in the event technology industry and has hosted over 400,000+ events that have been attended by more than 7 million+ people. For more information now please visit: [www.acteva.com](http://www.acteva.com)



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