



UnitedMail

CaseStudy

United Mail operates from two locations, Louisville, Kentucky, and Cincinnati, Ohio. It is a direct marketing company that helps businesses to communicate with their audiences. Their clientele is spread across US, and includes Fortune 500 companies and several small-to-medium sized businesses.

United Mail has a team of 250 employees that uses mail, data analytics, and variable - print to enrich connections between companies and their audience.

The Challenge

The staff of United Mail deals with a huge swath of client information, much of which is sensitive in nature. It must repeatedly assure clients that their information is secure. Customers repeatedly audit United Mail to ensure information security. With this in mind, it was extremely important for United Mail to ensure that each of its employees is properly trained in matters of information security.

They started with face-to-face training programs. With 250 employees and two functional locations, training was a daunting task. Employees were pulled from production, and everyone attended collective sessions in their training centers. This resulted in a considerable loss of production hours and led to a reduction in productivity and even delayed deliveries, elements crucial to business success.

What's more, without a quantified assessment system, it was difficult to gauge whether the positive outcomes of knowledge acquisition were worth the negative effects of the face-to-face training programs.

The Solution

emPower worked with United Mail to develop a learning portal customized to address the following list of requirements:

- Have a system that allows employees to login without an email address and that gives them the flexibility of training at their own pace.
- Ensure single-point control over employee training via a centralized training system. Provide the ability to track and monitor user activity.
- Run reports to ensure all employees have completed their training. Determine who has passed or failed, who is due for recertification, and who has yet to complete their training.
- Provide simple, effective training; that covers information security thoroughly and concisely.

The United Mail training portal could be used on any computer anytime anywhere. Users could be trained without affecting work schedules or productivity.

The Results

Not shutting down the production line for mandated training helped save United Mail thousands of dollars. The following results were achieved:

- Considerable time-savings and an increase in productivity
- Easier management of records
- Confirmation and assurance that all employees were quizzed and had retained what they learned.
- The best value addition of deploying the United Mail portal? Audits have become a breeze.



Literally hundreds of lost production hours saved. Even our not-so-tech-savvy employees navigate through their e-Learning system with ease. The pricing is 40% less than any other company we talked to.

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