

Performance improvement specialist Prosell launches integrated Prolearn and Proevent service

Prosell combines front-end training delivery with back-office administration for seamless learning delivery

Prosell, a leading sales and service performance improvement specialist, has combined its Prolearn managed learning service with Proevent, a bespoke event management system, to create a seamless learning delivery environment.

Proevent acts as a back-office function for managing events and a reporting device for clients. It is a database capable of storing all kinds of information for managing a project, – and its individual constituent ‘events’ - ensuring that everything runs smoothly, from sending course materials and reporting attendance levels to managing one-to-one on site coaching sessions and off site training events.

When running a coaching or training programme, there can be many unforeseen variables that factor into its success. While front-end delivery is clearly essential, the back office function must not be forgotten. After all, what good is a superb learning programme with no attendees?

Delegate lists can be input into Proevent, which tracks and reports who has been trained, when and to what standard. This is especially useful with those undertaking Procoach License and Procoach Professional courses where re-accreditation is required and automatically generated update events are created for one year down the line.

Finally, essential in a planning system of any kind, the system produces reports. It can outline tasks that have not yet been completed, for example course materials not posted out, and any team member is able to access the status of an event to ensure these tasks are completed. Financially, the costs associated with an individual event can be tracked and the system can be set up to report on delegates by area, division, site or any other variable.

Simon Morden, Chairman of Prosell, commented: “This system is a demonstration of how Prosell is looking to harness both sensible ideas and sophisticated technology. Proevent enables complex events to be clearly managed in a timesaving and cost-effective manner for businesses. The combination of the Proevent service with the Prolearn delivery capability allows our trainers to concentrate the majority of their efforts on what they do best – delivering learning with proven returns. ”

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About Prosell:

Prosell is a leading training and development company which focuses on delivering measurable performance improvement for blue-chip organisations. Founded in 1985 and with offices in London and Sydney, Prosell works closely with customer-facing sales and service teams primarily within call centres, help-desks and retail outlets, helping them to achieve organisational brand, service and sales objectives.

Prosell uses a broad range of practices across a varied mix of projects within highly competitive market sectors. Each programme is always tailored to an organisation's objectives helping to facilitate employee attitudinal change, introduce fresh working practices and measurably improve bottom-line performance.

Prosell's client-base includes:- Dell Computers, Post Office Ltd, Yell, EDS, Hackney Borough Council, Telewest, Servier, Npower, Hertz, Ford, WPP, mm02, McDonalds and Lafarge.

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