



Online financial sales training program at FT Knowledge

Providing insights into global finance

FT Knowledge (FTK) is the world's premier provider of financial training to the banking, financial services, and legal sectors. As the financial training arm of Financial Times, they have unrivaled access to the best financial intellectual capital in the world and have trained over 500,000 business professionals.

THE NEED FOR E-LEARNING

The players in the financial services industry were getting integrated and competition was on the rise. This required the IBM sales and distribution staff within global financial markets to understand the markets, the players, the systems, and the key issues affecting clients in greater depth. To stay ahead of competition and serve the needs of its clients better, it was imperative to fill the knowledge gap of its sales and consulting resources.

IBM appointed FTK, which in turn commissioned Tata Interactive Systems to develop a suitable training program covering all aspects of the global financial markets.

HOW OUR SOLUTION HELPED

Tata Interactive Systems designed a set of thirteen highly interactive Web-based courses for the global financial markets industry.

- The course had the right mix of audio, visuals, and script resulting in an enhanced learning experience.
- Engaging story line and scenarios that the learner could relate to, made the application of learning simple.



FTK was so impressed by the end product that it assigned the development of five more courses to Tata Interactive Systems.

- Special character animations referred to as the Coach, Professor, and Client aroused interest in the learners while offering different perspectives on the subject being discussed.
- Knowledge Checks at the end of modules reinforced learning.

The highlights of the project were:

- The Web based e-learning content was made compatible with the environment in which the IBM Learning Center operated.
- The entire training program consisting of 16.5 hours of learning was completed in 2 months.

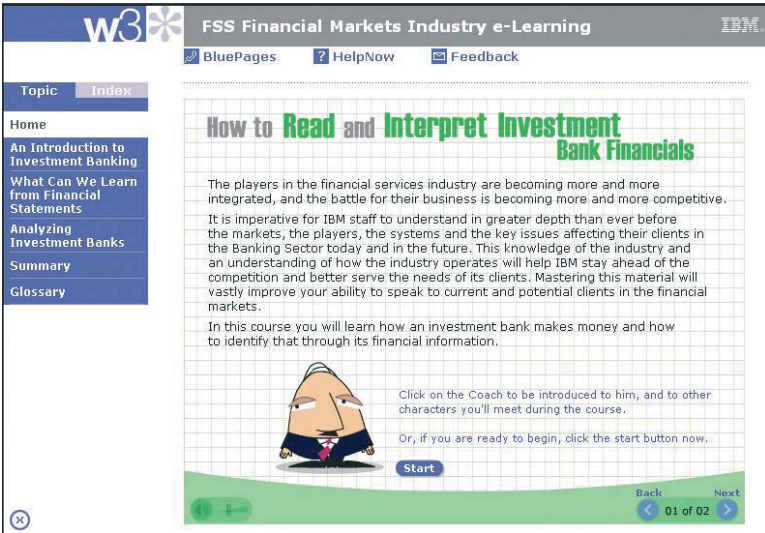
TECHNOLOGY USED

The courses were designed using Flash MX and JavaScript.

SOME SAMPLE SCREENSHOTS

These screenshots offer a brief glimpse of FTK's online financial sales training program. To experience our products at work, you may view the demos by registering online at www.tatainteractive.com.

The Coach—an animated character—serves to arouse interest in the learners.



The right mix of audio, visuals, and script enhances the learning experience.



Assessments are an integral part of the course.

