Objective
Centralize operational training processes to reduce errors and risk and encourage more consistent service quality.

Approach
Solution must be flexible enough to work across multiple languages.

IT Matters
• Creates a central store of corporate knowledge, removing the risk of skills being guarded by individuals.
• Establishes consistent systems and processes, providing a solid platform for international expansion.

Business Matters
• Automates large parts of the training function, lowering costs.
• Confirms KRAFTTRANS’ position as an innovator and early-adopter of technology.

Challenge
Easing the growing pains of rapid expansion

KRAFTTRANS is a logistics and freight forwarding company, based in Belarus and serving more than 100 countries. It has 300 employees and offices in Russia, Austria, Latvia and Belarus.

The business is growing rapidly - it has opened three new offices in the last three years and it is putting in place the systems to help it grow further.

“KRAFTTRANS provides more than 25 types of logistics services across road, rail, air and sea,” says Anatoli Korolenko, head of marketing, KRAFTTRANS.

“We must absolutely ensure that our customers will receive our high level of service in all offices, regardless of service types or seasonality. This means we pay special attention to business processes and quality assessment.”

Korolenko says: “rapid growth presents several challenges: We have to minimize the number of errors, so we pay attention to the optimization of our business processes and procedures.”

“Our company continually maintain a list of improvements.” As part of this, KRAFTTRANS wanted to formalize its approach to training.

“Our goal is to create a unified knowledge and experience library,” says Korolenko. “We want any employee to be able to obtain the required information at any time using just a few mouse clicks.”
Customer at a glance
Software
• Adoption Readiness Tool (ART)

“The training process will become simple and fun for everyone, regardless of distance.”

— Anatoli Korolenko, head of marketing department, KRAFTTRANS

Solution
Single platform for training process and documentation
KRAFTTRANS has no history with Micro Focus products and is not yet a heavy user of IT services. "We had a former employee, now working at MF, explaining the Adoption Readiness Tool (ART) to us," says Korolenko. "The functionality of ART sounded perfect."

ART provides a single-source development platform for the cost-effective creation of comprehensive IT education, documentation and on the job performance support content.

ART provides KRAFTTRANS with pre-built simulation-based courses which can then be easily customized with the course editor.

ART allows KRAFTTRANS users to access content anytime, anywhere, making it ideally suited to the company’s dispersed operations. In addition, content can be translated into 30 languages.

The ART implementation started with a three-day course at the KRAFTTRANS head office, with 12 users, delivered in Russian. The next phase will be to roll-out to a further 40 users.

Benefits
Faster, more consistent knowledge sharing
Korolenko says he expects ART to impact at least three vital areas of the business: faster onboarding of new employees, faster implementation of new corporate standards and service quality improvements.

ART will reduce the risk of non-compliance to corporate regulations, a particular challenge as the business expands into new markets and is expected to meet new international standards. It will also reduce the cost of corporate training as documentation and processes become standardized. Better, more consistent training should also encourage greater participation.

Korolenko admits the business is only starting to figure out the wider possibilities of ART: “The introduction to ART really impressed us. We realized the possibilities of its use are not limited only to training. We plan to use ART to create materials for individual client managing. I believe it will help foster clients’ loyalty.”

For instance, he says ART may be applied to local marketing initiatives. “We appreciate marketing needs to work locally, but we also need a degree of standardization across our global operations. ART creates a platform that allows us to effectively communicate any changes within the business to masses of end users in a cohesive manner.”

Learn more at www.microfocus.com/software/art