

<b>Aim of training</b>	To accelerate the growth of PiP in physical sales channel by understanding the market and customer demand better using CRM software.
<b>Task</b>	Design a systematic training approach with clear timing for 50 people to learn the new tool.

Training timelines		
<b>Start date</b>	18-Feb-24	
<b>End Date</b>	18-Aug-24	
<b># Business days</b>	130	excluding weekends
<b># of business hours</b>	1040	average of 8 hours per day

Estimated production timeline			
	% time spent	Est hours	Details
<b>CRM training</b>	52.88	550	As mentioned below
<b>Project meetings</b>	6.92	72	3 meetings per week of 1 hour each
<b>One: One</b>	4.62	48	Adhoc 1:1, 30 mins on an average with 4 meetings per week
<b>Team meetings</b>	6.92	72	3 meetings per week of 1 hour each
<b>PTO</b>	11.54	120	15 days
<b>Holiday</b>	9.23	96	12 holidays
<b>Personal development</b>	6.92	72	12 hours per month

<b>Total hours required</b>	1030
<b>Hours saved</b>	10

Module wise timeline						
Module #	Module Name	Approach	Details of the module	Avg module length (in minutes)	Avg time to develop (in hours)	Resources required
1	Overview of the training	ILT	<ul style="list-style-type: none"> <li>-Define and describe CRM and its importance</li> <li>- Overview of the company's market share &amp; position</li> <li>- Discussing their current way of working</li> <li>- Reasons for using CRM</li> <li>- Expectations &amp; flow of the training</li> </ul>	60	138	SME Facilitator & Moderator Video calling platform
2	Understanding the CRM platform	ILT	Simulation on use cases on the CRM software	60	138	
3	Knowledge check	E-learning with full engagement	The trainees will be given dummy cases to apply and practice their knowledge. They will also be equipped with reference materials. Feedback about their performance will be shared accordingly.	20	155	<ul style="list-style-type: none"> <li>- LMS</li> <li>- Articulate 360</li> <li>- Adobe creative suite</li> <li>- Graphic designer</li> <li>- SME</li> </ul>
4	On the job training	Group activity	<p>Participants' guide and instructors' guide would be shared with the trainees along with a review file where pre and post OJT details can be logged in.</p> <p>During the OJT, the trainee will be given a case study which s/he needs to prepare with the respective group members (as described later).</p>	120	120	<ul style="list-style-type: none"> <li>- SME/ Reporting managers</li> <li>- Moderator and facilitator</li> </ul>

5	Q&A session	ILT	This is going to be a short and crisp session with the experienced professionals so that the trainees can discuss their concerns and queries.	60	0	
			<b>Total time</b>	<b>320</b>	<b>550</b>	

Workforce distribution				
Type of members in the workforce	% in the workforce	Total # in the workforce	# in each group	Reasons
Experience with CRM	10%	5	1	Experienced employees will lead the others
Cannot speak well English	10%	5	1	More interaction will improve the communication skills and their exposure to the language
No experience with CRM but are 40-60	60%	30	6	These are well experienced employees with exposure to the market needs and requirements. They will also show good analytical ability, which will act as a guide to the less experienced employees.
Young and affinity to technology	20%	10	2	They will grasp the tool early and will assist the team members to understand the tool.

**Note:** The ILTs will use basic English, the learners will also have an option of using transcripts in Dutch & French, which are the commonly used languages in Brussels while using Microsoft teams as the delivery platform. The e-learnings will have closed-captioning and versions in English, Dutch & French.