

## Online training – you don't want to have your newly hired professional moving teams leave home without it.



As a crew supervisor for a professional moving company, you have critical timelines and on-demand staffing requirements that can impact the company's service brand, revenue, and safety record. Hiring is a daily challenge, but training is even more of a problem.

Multiple work orders are stacked on your desk that need immediate attention. For some, you will need to tap into a day-labor pool. So who's going to train these temps? What kind of materials do you have to train them?

### *The Move-U Training Program*

The Professional Mover Training and Development Training (PMTD) Series is designed to train professional moving company teams on proper cargo inventory tracking, packing, and loading/unloading techniques needed to succeed in the industry.

### **Cargo team training is critical to driving efficiency, customer satisfaction, and safety.**

One of the critical factors impacting the quality of a cargo moving team's performance is the fluctuating, on-demand and temporary workforce requirements typical for professional moving companies.

New hire training that is easily accessible and expeditious can have a measureable positive impact on the moving company's overall success and service brand.

### **The professional moving industry is a business of service.**

The Move-U University CEO's philosophy as an industry expert is that a successful and reputable professional moving company is built around providing a quality service. That means providing professional, courteous, and trained crews to reliably handle clients' home or office moving needs.

Professional moving companies that rely on paper-based instruction sheets and inconsistent on-the-job training for newly hired hands are not likely providing their clients with optimal service value for their money.

### **An established training program can mitigate the risk of litigation for damages.**

The idea behind the PMTD Series was to have professional moving companies use the web-based interactive training modules as supplemental or as their core source of training for new hires.

With an established training program, a professional moving company can have teams performing at an optimal and consistent level of service that helps to reduce the risk of damages or losses and deter litigation.

The design and development of the PMTD Series had to key in to the Move-U University CEO's business requirements: industry best practices, web-based interface, secured access, high level of user interactivity, visual authenticity, progress status, certification tracking, and SCORM compliance.

### **Your company reputation travels along with each cargo team that is on assignment.**

Professional moving companies know that their employees are their most important asset and the key to their continued growth and success. The cargo moving teams interact directly with clients; they are the face of the company.

How they present themselves and how they perform on the job are all a reflection of the company's business practices.

For professional moving companies, customer satisfaction starts and ends at the client's doorstep.

When an industry expert sought a vendor that could reliably and cost-effectively set up a design, production, and workflow infrastructure to optimally support a product launch of a new online training program for professional moving companies, Aesbus facilitated a series of Discovery and Design sessions.

Aesbus' team of award-winning multimedia, web and application developers quickly set up a collaborative platform that allowed the development – from product concept to full product launch – of a web-based training program.



## Behind each successful moving assignment is a high level of teamwork and a strong focus on customer service.

For most professional moving company managers, the most pressing priority is ensuring that a cargo moving team is not only available to meet the client's timeline requirements, but is also appropriately trained to deliver great service.

Managers are under immense pressure to quickly assemble and dispatch teams that will perform reliably, meet company standards, and create long-term value for the company.

## The Internet offers global and optimized accessibility.

The online training series for a web-based platform that Aesbus designed and developed for Move-U University includes a validation component that records, tracks, and certifies that the new hires underwent the full training.

The web platform offers these important benefits and advantages:



The web-based interface features a secured user login for easy and convenient access.



The built-in tracking and certification components facilitate management of new hires' training progress status and competency.



The online training program means employees can go through the self-paced training individually or in a group setting.



The quality consistency of the training modules ensures that new hires receive all the required training information. The training can be set up as a program – to be consistently offered to all new hires.

## Effective training support tools require knowledge of the client's business requirements and target audience.

The Aesbus multimedia development team had a solid understanding of the Move-U University CEO's business goals and challenges and the training needs of professional moving companies.

Aesbus' online training platform (with its administrative features) makes training management easier and more reliable.

- ☑ **Branding:** The GUI look-and-feel reflects the Move-U Training Program's brand (voice and content style, color palette, logos, typography, etc.).
- ☑ **GUI Design & Usability:** The GUI provides an effective display layout and resolution for the different levels of user interactivity. It also provides intuitive menus and other innovative navigational and interactivity options.
- ☑ **Simulation & Interactivity:** The simulations reflect realistic work site scenarios. The user interactivity is designed to capture the trainees' interest and motivate them to go through the entire training path.
- ☑ **Modularization:** The modular design of the training content provides a very flexible, quick, and cost-effective way of providing instruction for new topics or updates to existing content.
- ☑ **Skills Assessment:** Each modular training session includes an assessment component to evaluate the trainee's mastery of the content.
- ☑ **Administration & Certification:** The backend administrative component provides database management of the training program.
- ☑ **Voice-Over:** The voice-over for the content is studio quality and suitable for training scenarios and optimized for web delivery.

The Move-U University's CEO experienced first-hand the advantages of working with Aesbus to bring to fruition his vision of an online training program specifically designed for professional moving companies.

### Discovery & Design

As part of the Discovery Phase, Aesbus aligned product design specifications with his clearly defined business goals and requirements.

### Development & Project Status

Aesbus project communication ensured that he was kept abreast of project status. Weekly work-in-progress simulations were posted.

### Quality Control

Content development and software validation processes based on optimized production systems meant full compliance with his business requirements.

### Focus on Core Capabilities

From concept to product launch, Aesbus' expertise provided a smooth development process that allowed him to focus on his marketing and business development strategies for the Move-U Training Program.

## Interested in learning how to use multimedia simulations for your training needs?

If you would like more information on interactive web-based training simulations, we'd be happy to share with you our ideas and recommendations.



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