



## CASE STUDY – Reliance BPO

*“As the name suggests, Raptivity allows us to generate RAPID interactive content without the need of Flash software and the programming skills. It has all the possible interactivities that can be used to develop instructionally sound learning content which is not only engaging but also visually appealing...”*

Sumegha Lazarus

### About Reliance BPO

Reliance BPO, a constituent of Reliance-Anil Dhirubhai Ambani Group, launched its BPO services in 2002. Since then, the company is one of the fastest growing BPO's.

The Reliance-ADA Group is among India's top three private sector business houses on all major financial parameters, with a market capitalization of USD 22 billion and net worth to the tune of USD 6 billion.

### Challenge

Considering the growth, Reliance was conducting various types of training using classroom based methodologies and eLearning. eLearning courses were used for induction training, soft skills training, process training, product training etc.

All this training was developed using various tools which required programming effort. The output was graphical interactive content with some animations. The challenge was that, some of this development was taking too long. Considering the growth of the organization, there was continuous pressure on the development team to deliver more in less time. Additional resources had to be hired and managed to cope up with the demand. As this was not very feasible due to the increased salary costs and overheads Reliance decided to go for Rapid eLearning tools.

### Solution

To meet the demand of developing eLearning courses in less time, without incurring additional costs in programmer hiring, and by utilizing the skills of SMEs, Reliance decided to choose Raptivity and Elicitus as their eLearning tools after a thorough evaluation of available tools in the market.

With use of Raptivity and Elicitus, Reliance staff started creating highly interactive eLearning courses in less time without any programming. Use of Raptivity also helped them in making the training more involving and engaging. Along with this, although the staff was completely unaware of SCORM/ AICC standards, they could easily integrate their Elicitus courses into their LMS.

### Benefits:

Through the use of Raptivity and Elicitus, Reliance was able to:

- Leverage wide array of flash interactivities to choose from. This enabled them to eliminate the cost of developing Flash animation and saved lot of time.
- Adhere to Instructional Design Methodologies
- Give up-to-date learning information to their learners as the time required to update and output the content was extremely low

