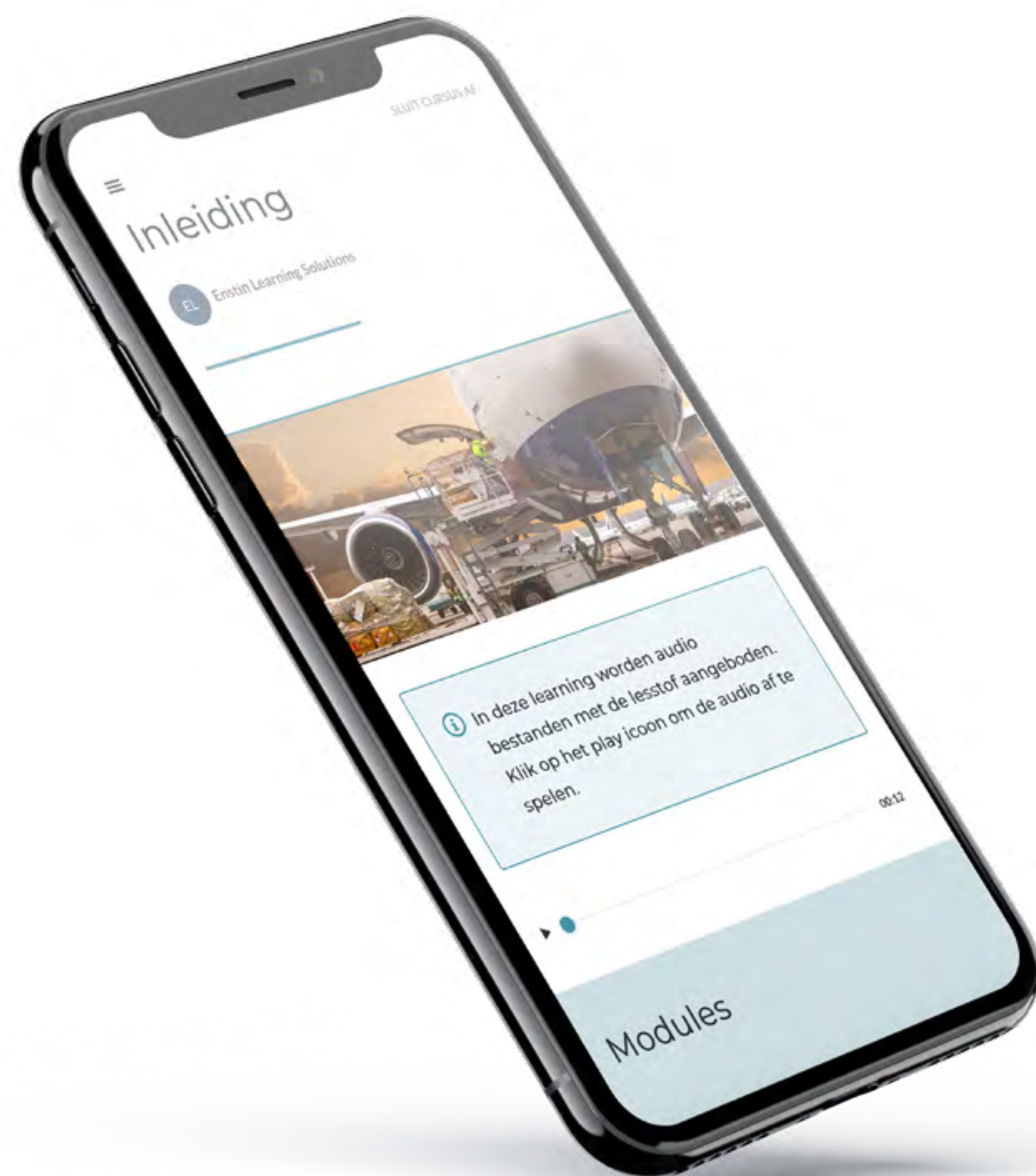


Get acquainted with

enstin



Index



About Enstin ▶

Vision ▶

Collaboration and communication ▶

Approach ▶

Step 1: Strategy ▶

Step 2: Design ▶

Step 3: Production ▶

Step 4: Implementation ▶

Three customer cases ▶

Three examples of learning solutions ▶





About Enstin

Customers choose Enstin for our **strategic L&D advice**, our **blended learning solutions**, and the **learning results** that organizations achieve with Enstin.

Professional and personal development of employees is central to everything we do. With smart interactive solutions, a focus on practical application, and conformance with organization goals.

Here we share our vision and describe our approach, along with three customer cases.



Vision

The way current and new generations want to learn is undergoing fundamental changes. Preferences for acquiring, sharing and applying knowledge are shifting from traditional learning in a group to individual learning paths with diverse forms of content, oriented to direct practical application of acquired knowledge.



This forms the basis for how Enstin views learning and development: learning solutions developed with and for the organization.

Organizations know what the market wants and where it is heading. Learning solutions are aligned to this.

Together we develop unique learning solutions with proven results.

Collaboration & communication



We value cooperation with clear communication.

We are a partner, developer and share knowledge proactively.

What does this mean for you?

- ▶ The learning solutions we develop together are custom made for you. They're unique, developed specifically for your target audience and styled with your branding and tone of voice.
- ▶ Right from the beginning, we construct a core team dedicated to you and your project. That way, there is no confusion about how and when we deliver learning modules, or what input is needed from you.
- ▶ It is in our DNA to proactively share information about the latest L&D processes and to advise on learning landscapes and solutions.

Approach

Our approach is ideally suited to the development of digital learning, micro learning and blended learning journeys, regardless of the subject or the client.



Our approach basically consists of four process steps:

Strategy ▶ Design ▶ Production ▶ Implementation

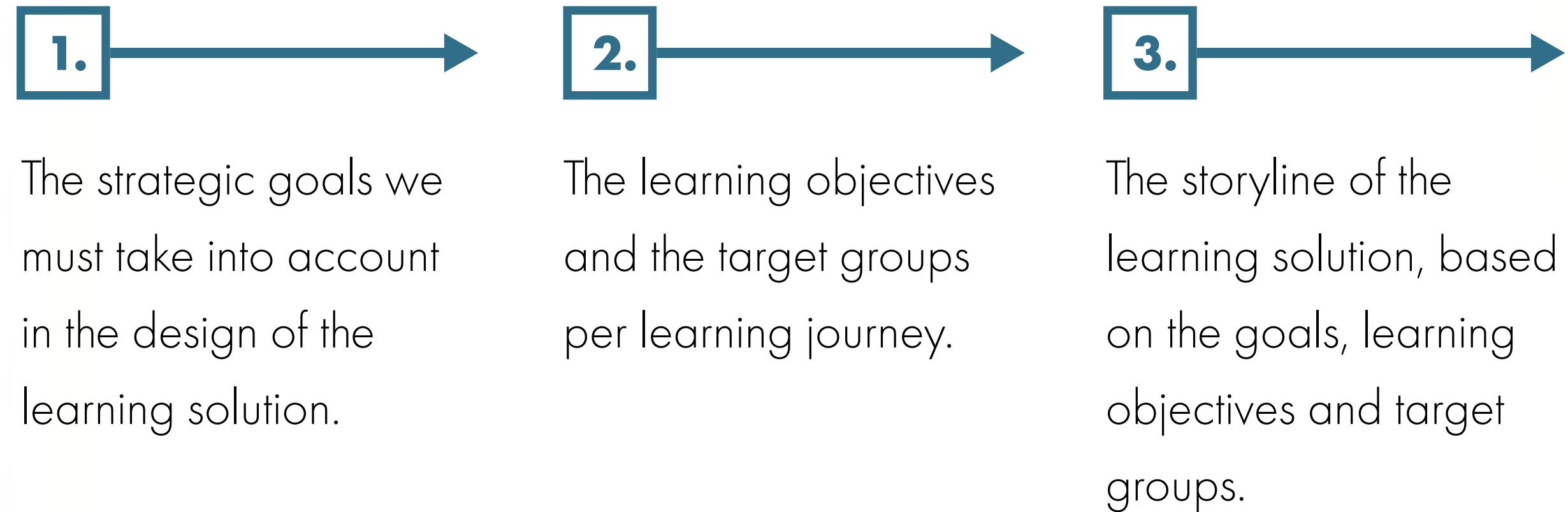
Our approach focuses on the core team. This team is the key element for making decisions and collectively passes through all of the process steps. Depending on the required expertise, the core team can be augmented with our specialists and your experts.

By using this form of collaboration, we create short communication paths. We keep a grip on agreements, and all stakeholders know what is expected of them and when.

Step 1:

In the core team we formulate your strategic principles and state them in the strategy document.

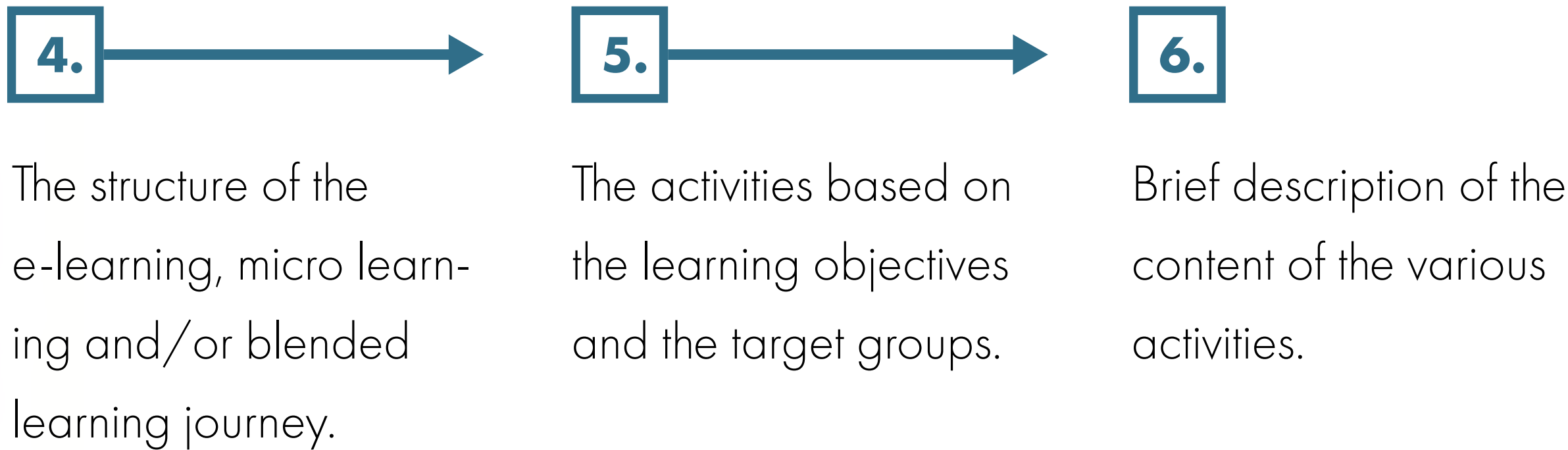
Strategy



Step 2:

Based on the strategic principles, Enstin creates the design document. Here we define the design of the learning solution and the activities. When choosing the activities, we consider the learning objective and the contribution to effective knowledge transfer.

Design



Step 3:

We initiate production on the basis of the strategy and design documents. Production consists of two phases.

Production

Preparation

The main task of the core team is to collect, write and approve the content for the body text and the activities.



Creation

- ▶ Our developers produce the activities and populate them with the content. This can consist of animations, interactive videos, quizzes and games.
- ▶ We present storyboards, scripts and other formats to the core team for approval.
- ▶ We keep track of progress in the production schedule. We discuss the schedule biweekly in the core team to enable timely adjustment.

Step 4:

Implementation is the final step of our shared approach.

Implementation



We integrate the developed learning solutions into your learning environment. If desired we can offer support with the activation of the learning solutions.

Before the go-live, we carry out a number of test rounds together with you. We use our test formats for this.

After the definite go-ahead, we perform the final evaluation with the core team and deliver all source files.

Three customer cases



VATTENFALL 



bol.com^{go}



AkzoNobel

Case 1:

VATTENFALL



Case 1:

VATTENFALL

A new way of learning



1. Context

The new HR strategy led to a stronger focus on employee self-determination of their professional and personal development.

The traditional training model therefore had to be converted into a blended learning landscape.

Employees needed to have access to an online portfolio of job-specific training modules, training modules on the organization, and training modules in the framework of personal development.

2. Approach

3. Result

Case 1:

VATTENFALL

A new way of learning



1. Context

2. Approach

Together with the core team, we formulated the strategic principles for more than 100 training modules for customer service employees.

Then we designed the new blended learning landscape based on the skills model, with the strategic goals of uniformity, a high level of knowledge and higher customer satisfaction.

3. Result

Case 1:

VATTENFALL

A new way of learning



1. Context

2. Approach

3. Result

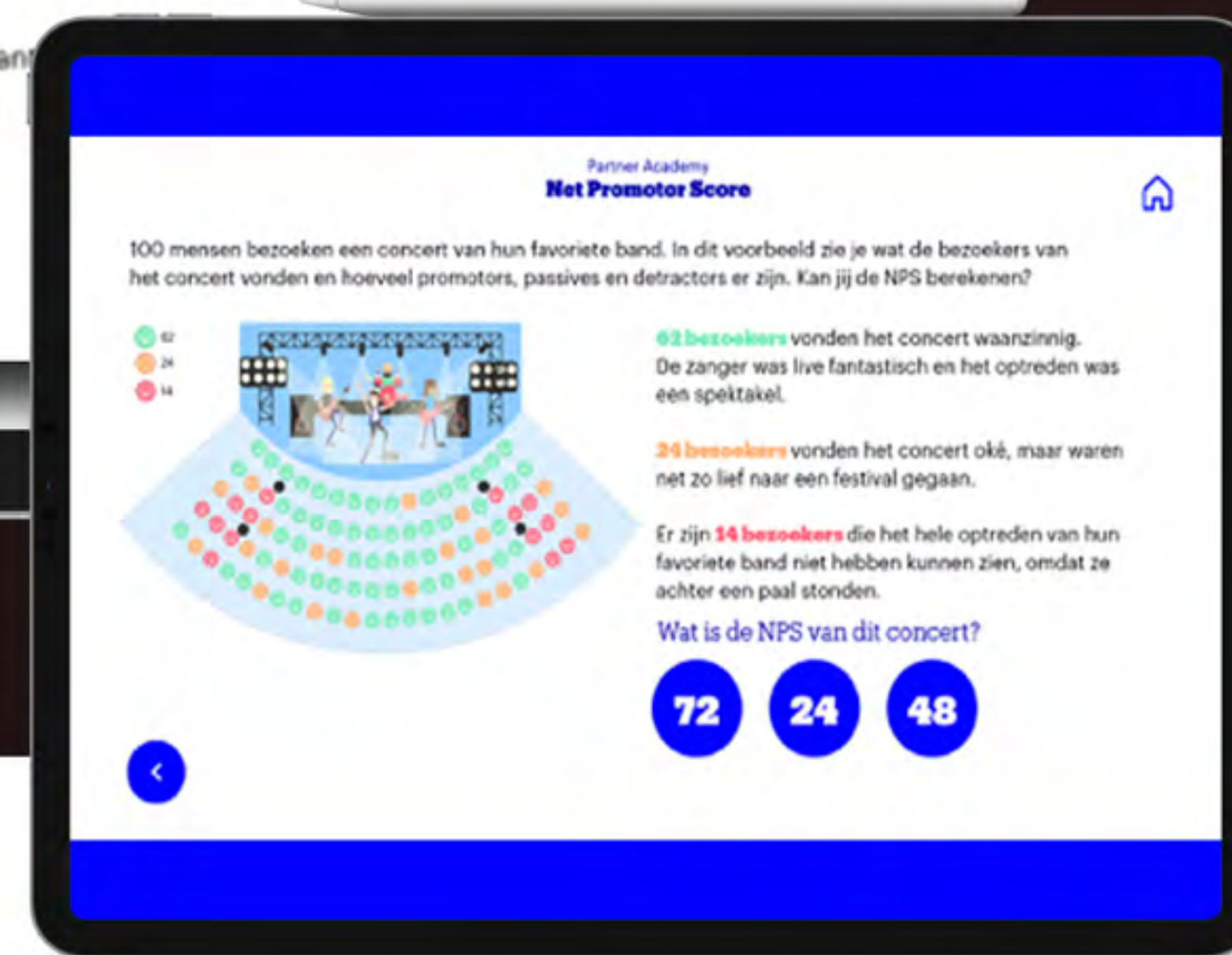
The first set of learning solutions has been implemented. This consists of blended training modules for the B2C customer service employees.

They are all oriented to achieving an easy customer experience in the various stages of the customer journey. The responses are positive.



Case 2:

bol.com



Case 2:

bol.com^{go}

From NPS score to real customer contact



1. Context

The challenge facing Bol.com is to establish a real bond with their customers. Given the online service model, this can only be done during the customer contact moments. A light and inspiring program aligned to the physical training days of the call centers in Maastricht, Utrecht and Lisbon was necessary to change the existing NPS-based mentality.

In the blended learning solution developed for this, the new approach is presented on the basis of the Bol.com DNA, entrepreneurship and a toolkit. The goal of the program is to stimulate the service experts to devote more attention to the customers and transform them into customer promoters.

2. Approach

3. Result

Case 2:

bol.com^{go}

From NPS score to real customer contact



1. Context

2. Approach

Enstin was given two months to develop a blended learning solution in close cooperation with the trainers and L&D experts of Bol.com.

We were able to create an attractive blended program by means of intensive collaboration and aligning the learning journey to the strategic vision.

3. Result

Case 2:



From NPS score to real customer contact



1.	Context	
2.	Approach	
3.	Result	
	<p>The combination of online and offline learning allowed large groups to be trained in a short time. This led to fast implementation of the new culture.</p>	<p>The end result six months after the implementation of the program was lower costs and a higher NPS score.</p>



Case 3:

AkzoNobel



Case 3:

AkzoNobel

Worldwide leadership development program



1. Context

AkzoNobel supports around 8000 people managers worldwide with a leadership program consisting of a familiarization course and a general training course.

Using various learning methods, managers strive to improve their leadership abilities and work according to the values of AkzoNobel.

2. Approach

3. Result

Case 3:

AkzoNobel

Worldwide leadership development program



1. Context

2. Approach

For a one-year period we deployed an L&D expert to AkzoNobel, supported by two designers.

Due to the cultural backgrounds of the managers, we used an approach in which our expert contributed knowledge in the field of blended learning.

Managers from the various countries added content knowledge here and ensured the cultural adaptation. This content team was supported by a sounding board with members from senior management.

3. Result

Case 3:

AkzoNobel

Worldwide leadership development program



1. Context

2. Approach

3. Result

An adaptive blended leadership program based on the HR cycle, for both new recruits and existing management.

Thanks to the right balance between online and offline learning solutions with a practical orientation, the program received a score of 4.3 on a scale of 5.

3 learning solutions

Every day we create attractive learning solutions for and with our customers. Three examples are provided below. We have included a section from each learning solution. Click on ► to open the learning session. Enter your email address and your first and last names and then tick the checkbox “Click here to accept our Terms and Conditions” to continue with the learning solution.

Learning solution 1 ►

Organization: VattenFall
Subject: Move house

Learning solution 2 ►

Organization: Bol.com
Subject: Working together
for the ultimate
customer experience

Learning solution 3 ►

Organization: AkzoNobel
Subject: My Performance &
Development



Conclusion

I hope this has given you a good first impression of our services and our approach.

We look forward to your prompt response. Kind regards,

Dirk Kleingeld, Director

M:06 146 56 246

E: dirk.kleingeld@enstin.nl

I: www.enstin.nl

L: [https://nl.linkedin.com > dirkkleingeld](https://nl.linkedin.com/dirkkleingeld)