



TELECOM

The telecom sector has grown exponentially since the advent of mobile telephony in India. In fact, the telecom industry has grown more than twenty times between 2001 and 2011, making India the second largest country in terms of the total number of telephone users (both mobile and fixed-line users).

In such a scenario, telecom companies need to recruit and train a large number of employees so that they may effectively service the large customer population.

Our rich background and experience in learning and development has equipped us to play our own humble part in this telecom revolution. Over the last few years, we have had the opportunity to assist a number of telecom companies in upskilling their workforce.

Over the last few years, we have designed and developed a variety of solutions for a number of companies in the Telecom Sector. We have created learning solutions for the following business areas:

- Sales and Distribution
 - Classic
 - Retail
- Customer Care
- Technical Support

Training Audience Groups

- Retail Sales Executives/Key Account Managers
- Distributors
- Sales Managers (Territory, Area, Zonal)
- Retail Staff (COCO and FOFO stores)
- Customer Care Personnel
- Technical Support Personnel



Training Areas

- Fundamentals (Mobile Telephony)
- Induction (Business and Role)
- Process Training
- Software Application Training
 - Deployed on Hand-held Devices (For the "Feet on the Street")
 - Deployed on Computers (for desk-based roles)
- Product Training (VoIP Telephony)
- Customer Service



Liquid Advantage

We are the preferred eLearning partner of some of the leading Fortune 500 companies. Our instructional design experience in the Telecom sector has enhanced our understanding of the learning requirements for this sector. We follow a variety of instructional strategies to deliver effective learning solutions.

- Emphasis on establishing the correlation between the learner's role and the overall business
- Emphasis on how software applications "enable" the business
- Story-based approach, incorporating realistic scenarios and examples to situate the learning within a context that the learner can relate to
- Extensive hands-on practice on the key application tasks that learners need to perform as a part of their role
- Innovative media strategies to simplify the representation of complex concepts
- Interaction and feedback
- Formative and summative assessment
- Software application demonstrations and simulations with guided and unguided practice, to promote "learning by doing"



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