

SAP E-Learning and Documentation – Imperial Oil

Imperial Oil (Esso) is one of the largest producers of crude oil in Canada and a major producer of natural gas. The company is the largest refiner and marketer of petroleum products in Canada – sold primarily under the Esso brand – and a major producer of petrochemicals.

Challenge

Imperial Oil undertook a multi-year project to re-engineer a major division of their business. The project required not only the wholesale reorganization of the division, but also the implementation of a new enterprise software system that would run and manage the business: SAP. Imperial Oil recognized that training would be essential to the success the project.

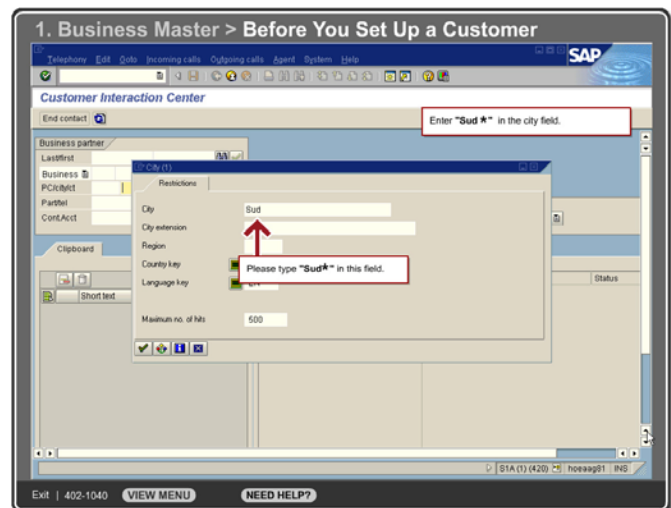
The training challenges were multi-fold: How to train employees spread across the country? What training medium would be most effective? How would consistency be enforced? Could the training be used to enthuse employees as well as teach them essential information? Could you teach both business process and software skills at the same time? What was the best way to develop training that addressed audiences with different training needs?

Solution

Imperial Oil decided that a blended solution incorporating both classroom training and CD-ROM-based e-Learning would be the best approach.

In Phase One, Prospero was contracted by Link Multimedia (initially, the primary training contractor) to provide the English e-Learning and classroom components of this blended solution. We also designed an online system to organize the supporting end-user documentation. In Phase Two, Imperial Oil awarded Prospero the sole contract to re-design and develop the curriculum in French.

Delivery was planned as follows: Metropolitan audiences would receive both classroom and e-Learning instruction while remote audiences would utilize only the e-Learning. Upon project completion, all audiences would use the e-Learning courses as reference and refresher tools. Recently, the CD-ROM content has been converted to a web-format to broaden accessibility.



The training program has been distributed throughout the country, bringing thousands of people up to speed on the reorganization and how to manage the change. It also provided essential software-skills

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based instruction on the use of SAP. The project was so well received that the Imperial Oil training team has been awarded the responsibility of upgrading the Service station training program for EXXON globally!

In consultation with Imperial Oil, Prospero's instructional design team established learning objectives, wrote the instruction, participated in the facilitation, and drafted thousands of pages of detailed storyboards for the e-Learning.

Using these storyboards, the Prospero production team developed 9 separate English and 7 French CD-ROMs, requiring between 45 minutes and 2 hours to complete. These modules were built on the Flash MX platform, utilizing digital video, professional voice narration, character animation, cutting-edge interactive software simulations, and engaging knowledge checks.

These interactive, media-rich modules cover essential soft and hard skills information:

- Why the change in business process was necessary
- Graphic demonstrations of the change and how it will affect different groups of people
- The benefits of the new system
- The hierarchy and responsibilities of the new system
- What the SAP application is, and why it is a key component of the change in business process
- Hands-on interactive simulations of the SAP software

