



Increase Profitability and Effectiveness of Distance Learning, Virtual Instructor Led Training & Web Meetings

Seneca VLS - Virtual Learning Support

Distance Learning is a rapidly expanding market comprised of many private and non-profit educational organizations. A growing subsection of distance learning is Virtual Instructor Led Training (VILT) (often referred to as “synchronous” training). More than most other components of distance learning, VILT requires effective set-up, configuration and real-time support (as the class is being conducted). High-quality support is particularly important when more complex technology is employed, when the cost of the training is high and when participant satisfaction is critical to the Client, such as for higher-cost executive education.

Seneca is one of the most experienced providers of Virtual Learning Support (VLS). We have 20+ years established expertise relating to supporting distance learning and virtual instructor led training. Our full range of services includes Virtual Classroom Assistance (VCA), strategic consulting services, instructor training, and help desk support. We successfully support hundreds of virtual classroom and conference sessions a year and have extensive experience with university-based distance learning. Seneca offers *VLS Partner Programs* that can be customized to the requirements of client organizations.

With significantly strengthened virtual courses, Seneca VLS Partners increase profitability and effectiveness through increasing the number of course registrations, improving customer satisfaction, enabling increases in course pricing, and lowering support costs.

I. SENECA VIRTUAL LEARNING SUPPORT

Seneca provides the following services, all of which can be customized into an integrated VLS program for an individual client:

- Virtual Classroom Assistance (VCA)/Producer Services
- Strategic Consulting Services and Instructor Training
- Web Meeting Services
- Help Desk Capabilities

Virtual Classroom Assistance (VCA)/ Producer Services

Seneca provides VCA/Producer services for the major e-learning platforms including Adobe Connect (and add-ons such as Refined Data’s Vantage Point), SABA Centra, WebEx, Blackboard Collaborate and others as requested. Seneca’s VCA/Producer services include:

- Pre course setup and administration, including attendee
 - Registration
 - Notification
 - Pre-course troubleshooting and support
- Virtual classroom configuration, including
 - Preparing and starting meetings
 - Loading and configuring content in the e-learning platform
- Instructor preparation, rehearsal, training and support

QUALITY/ EFFECTIVENESS OF VIRTUAL SESSIONS

What is the impact on the quality and effectiveness of your session when:

- *Participants have problems logging in*
- *Instructor can’t effectively manage breakout rooms, chats, questions, quizzes or surveys and polls*
- *Instructor loses Internet connection*
- *Participants during class experience difficulties or have support questions*

- Virtual classroom management, including
 - Engaging with instructors and participants to minimize technical issues and maximize participation
 - Ensuring chats, tweets, questions and other real time student communications are appropriately addressed
 - Identifying unengaged participants
 - Managing the functional aspects of the virtual learning platform, including break-out sessions, quizzes and surveys, polls
 - Resolving instructor and participant technical issues
 - Summarizing and recording key contributions
 - Closing the session
- Post course management (e.g., summary reporting related to VCA/Producer services, final document delivery to participants, etc.)

Although our clients often manage their own platform licensing, course content, instructor assignments and course management, Seneca and its partners can also provide these services upon request.

Strategic Consulting Services and Instructor Training

Seneca provides strategic consulting services to help our clients understand their virtual learning support needs, quantify the value of incorporating high-quality virtual learning support for current initiatives, identify specific high-value virtual learning support options required by the organization, and develop implementation strategies (e.g., for instructors endeavoring to adopt VILT).

Seneca also provides instructor training and coaching, including use of the e-learning platform technology, and training in effective classroom techniques to maximize learning and resulting customer satisfaction. This training includes techniques to increase participant interaction, effective use of “breakout” room activities, classroom discussion strategies, components of effective presentations, and use of videos and online supplements. Our training leverages Seneca’s extensive experience in virtual learning technology and decades of experience in development and implementation of highly rated university courses.

Web Meeting Services

Seneca provides extensive virtual meeting services. We can provide the virtual environment and ensure your presenters will be successful using these tools. We help you identify the web meeting software, tools and presentation format that’s right for you and your audience. We offer training and best practice consulting for virtual meetings of all sizes.

During the meeting a fully trained and experienced Seneca VCA/Producer will ensure a smooth and engaging meeting flow by fielding technical problems, managing breakout rooms, monitoring and identifying salient events in chats, instant message and other social media and ensuring the needed content is always available to the presenter.

Post meeting follow-up can include designing and deploying online meeting evaluations, providing summary and meeting archive information to participants and conducting a lessons-learned meeting with the meeting host. We can help ensure your web meetings are powerful, engaging and professional virtual meetings.

Help Desk Capabilities (including web-based platform customized for each client)

Seneca also provides a broad range of 7x24x365 Help Desk related services that are applicable to **both** conventional distance learning (e.g., asynchronous one-way presentations, or recorded sessions) and Virtual Instructor Led Training (synchronous). Seneca's help desk services can be customized to the requirements of each client and can include:

- For participants or prospective participants
 - Registration and post-registration problem resolution
 - Assistance with course log-in problems and technical features of e-learning platforms
 - Resolving browser, plug-in and Java incompatibility issues
- For instructors
 - Answering platform related questions about set-up and administration of courses
 - Assistance with technical features of e-learning platforms
- For technical staff or managers
 - Set-up and configuration of e-learning courses
 - Summary statistics and management reporting
 - Comprehensive survey reporting

Seneca VLS help desk capabilities can incorporate multiple communication channels including telephone, interactive voice response (e.g., menu of options for touch tone phones), e-mail, web-based forms (which Seneca can build to a client's specification and integrate with a client's web site), text messaging, and mobile applications.

Problem resolution options include live staffing (7x24x365) as well as automated business processes (e.g., "work-flow" routing of reported incidents based upon the type of incident). Seneca provides monthly summaries of all incidents, accompanied by recommendations on improving overall customer satisfaction and profitability (e.g., if a specific problem or inquiry is frequently repeated, Seneca offers suggestions on system changes to reduce the requirements for support).

Help desk support capabilities provided by Seneca are fully integrated with client capabilities (e.g., routing of designated support questions to client personnel via Seneca's web-based incident management software), and can be customized for the client's logo and identity (e.g., all Seneca agents answer the requests in the client's name, and web-based forms developed using the same format as client's web site).

The range of help desk related services for each client is customized to meet the client's unique requirements and programs.

II. SENECA EXPERIENCE AND QUALIFICATIONS

- **Proven Seneca experience**
 - 20+ years established expertise in providing help desk support
 - Over 15 years supporting various DL platforms and clients
 - Process and resolve over 10,000 support requests per month
 - 5+ years established expertise providing virtual learning support
 - Annually support hundreds of classes for multiple clients
 - Decades of experience developing and implementing university-based course curriculum

- **Current Virtual Learning Support Clients** (banking, telecom, universities, insurance, manufacturing, sales, pharmaceutical and more)
- **Seneca’s Proprietary Web-based Incident/ Help Desk Management System**
 - More control/ customization and lower costs (not just expensive “Remedy” licenses)
 - Voice/ IVR initiated incidents (auto translated into email and web-based incidents)
 - Develop/ customize web applications and mobile apps
 - Integrated with customer’s IT systems and databases
- **Proven, reliable and highly experienced 7x24x365 staff capabilities**
 - Scalable capability (virtual agents – Internet and VoIP connected)
 - Trainable in customer’s own unique applications
 - Availability - 7x24x365 – Seneca’s team of employees/ contractors
 - US-based staff
 - Significantly more experienced (and effective) than part time staffing (e.g., TA’s)
- **Federal competitive advantages** (Service Disabled Veteran Owned Small Business)
- **Highly cost effective** (even with US-based staffing)

Seneca Client Testimonials

“ . . . our instructor had GREAT things to say about your producing skills. Of the things he really appreciates is that you anticipate what might happen and actively prepare for scenarios. . . . Your role is critical for their success.” *Resource Network Manager*

“You are the best...you handled the re-juggling of the break out rooms without breaking a sweat! And with the added surprise of shortening the session and with me losing my connection to start with made for an interesting morning. I couldn't have done it without your expertise, calmness and moral support. Thanks.” *Instructor*

“Thank you VERY much for your outstanding support in this course! [My first go at taking a (client) course in virtual format]. All new territory for me and this is ‘just what the Doctor ordered.’ “ *Branch Chief - Federal Government Agency*

“I just had two sessions with [VCA/Producer] and want to let you know what an amazing [VCA/Producer] he is! He is proactive in checking on what is important about producing for a specific customer. He knows the platform and comes up with fixes that are transparent to the participants. We had a glitch getting people signed in early and [VCA/Producer] was amazing at getting 17 people in and phones merged in a matter of minutes. It is so great to work with a true partner in the virtual training room!” *Master Trainer*



Next Steps? *****

Seneca VLS will work with your organization to understand your requirements and identify your opportunities. We will then develop a proposal outlining the required VLS and systems, and provide specific time frames for implementation and pricing quotes.

Let us help you increase the profitability and effectiveness of your Virtual Learning programs!

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