



THE BACKGROUND

Transport for London is a long-standing user of WATCH & GO® videos. They have been subscribed to WATCH & GO® since April 2014 and is an example of a public sector client using our videos.

We checked in with Dan Church (Learning and Development Online Team Lead) to find out how they use WATCH & GO® within their L&D strategy.

THE PROBLEM

TfL has over 27,000 employees across London. Many of these employees are constantly moving around the capital's transport network. Due to the transient nature of the operational workforce, which makes up the bulk of the staff, TfL needed a learning resource that could be used on-the-go. Many of TfL's operational employees don't have regular or easy access to a desktop computer at work.

Additionally, the resource needed to be ready-made and easy to implement. On discovering Scott Bradbury's online video resources, they found that the WATCH & GO® videos and their platform fitted well with these requirements.

Prior to the implementation of WATCH & GO®, the L&D team were using internally produced video in formal e-learning modules. To provide further support for their staff they wanted something which also provided standalone support outside of training sessions.

THE SOLUTION

The WATCH & GO® videos were originally intended just for operational staff, but over the last five years, TfL has made the videos available to all employees. They were able to do this because of the WATCH & GO®'s corporate-wide licence, which allows for limitless access for everyone within TfL.

To add to the accessibility, TfL wanted WATCH & GO® to also be separate from their Learning Management System, so it is accessible to employees on their personal devices.

Employees at TfL can find links to their WATCH & GO® videos:

- Within their LMS
- On TfL's intranet
- Via internal search engines

Dan and the team also use the videos in their classroom-based training sessions.

“WATCH & GO® means that our people can have support outside of workshops”

WATCH & GO®

“What we really liked about WATCH & GO® was that the platform was mobile-friendly and compatible with multiple devices”

...TfL has been a customer of WATCH & GO® for over five years...

THE RESULTS

As part of the ongoing WATCH & GO® support the L&D team receives marketing copy, custom content mapping and monthly usage reports.

System administrator rights mean they can also view real-time reports too. The reports highlight which videos are the most popular.

Recently people have been enjoying videos which give them tips on how to give and receive feedback.

Viewing figures from TfL have been consistently strong. Videos which appear to be especially popular include *Management Challenges: Establishing Credibility* and *What To Say When You Want To Coach Someone*, but the flexibility of WATCH & GO® means that people can view any of the titles we offer at the point of need.

The imminent introduction of new, customised Learning Pathways means that TfL employees will have access to signposted learning journeys to reflect TfL's internal training schemes.

