



Weight Watchers: Learning with a BYOD Approach

Field Uses One Platform, Any Device for Training



Background

Weight Watchers has a diverse and dispersed field force comprised of primarily part-time personnel. Learning activities previously came from many sources and were tracked using databases, spreadsheets, and paper. Weight Watchers sought to make appropriate training and development activities available to employees more efficiently and effectively, and wanted to be able to better monitor employee participation in training and development.

Client

Weight Watchers is the world's leading provider of weight management services, operating globally through a network of company-owned and franchise operations. Weight Watchers holds more than 40,000 meetings each week where members receive group support to help them lose weight and maintain a healthy lifestyle. WeightWatchers.com provides innovative, subscription weight management products and is the leading Internet-based provider of these products in the world.

Challenge

Weight Watchers' field organization has adopted a Bring Your Own Device (BYOD) approach, using their own email addresses, computers, and phones to conduct business. As such, any technology solution needed to be compatible with an array of operating systems, browsers, and devices. In addition, to be successfully adopted, the solution needed to be accessible to those with a low level of comfort with technology.

From a monitoring perspective, Weight Watchers had the additional requirement of needing to closely track the amount of time that the field personnel spent on training, as it has a

direct impact on each individual's pay. Their legacy process required extensive manual intervention to produce the necessary reporting.

Solution

The Educe Group worked with Weight Watchers to implement Saba Learning. The effort included the migration of courses and training history from legacy systems as well as configuration of the learning management system (LMS). Special emphasis was put on the following activities to ensure a positive user experience:

- Configuring the user interface to be as streamlined as possible, and providing a unique interface for the field force,
- Testing the configured system and integrated web-based training against a variety of operating systems, browser, and device combinations to ensure compatibility, and
- Executing a strong change management plan that included a road show to introduce the new system, training, and resources to aid system use.

After the initial rollout, Educe continued to work with Weight Watchers to enhance the system and address new business requirements as they surfaced. Educe also provides assistance when new system releases become available ensure a smooth transition.

"Educe has been a great partner; they bring a phenomenal amount of knowledge about Saba."

Dan Hoffmaster, Senior Manager Learning Technology & Operations
Global Learning and Development
Weight Watchers

Results

Weight Watchers now has a mechanism to consistently distribute learning solutions in various delivery methods across the field organization. Managers can monitor the progress of their teams in real-time, and leadership can obtain summary reporting more quickly. The implementation and adoption of the LMS has enabled Weight Watchers to meet their goal of making appropriate training and development activities available to employees efficiently, effectively, anytime, anywhere.

What's Next

Now that the LMS has been adopted in the U.S., Weight Watchers is looking at the possibility of expanding system use globally. Educe is partnering with Weight Watchers to assess readiness and evaluate global requirements.

"Educe has enabled our organization to effectively integrate a learning management system into our overall learning strategy by leveraging best practices from their experience working with large, global organizations."

Dan Hoffmaster, Senior Manager Learning Technology & Operations
Global Learning and Development
Weight Watchers