

AT&T Interactive Distance Learning

This synopsis was written by John Tengstrom

23 April 2008

As organisations strive to reduce operating costs and increase employee productivity, Interactive Distance Learning (IDL) had enabled AT&T Wireless to offer in-house training and corporate communications. IDL proved to be an invaluable tool for AT&T wireless, which geographically, was a dispersed corporate leader with employees and partners around the world.

The AT&T Wireless IDL infrastructure consisted of 643 satellite downlinks and was recognized as a nationally acclaimed corporate television network. It offered high quality on-demand video/audio supporting visual and virtual collaboration between remote locations and classrooms 24/7.

AT&T Wireless employees could strengthen their knowledge base by participating in real-time on a variety of training workshops held throughout the week. To register for a course an employee only needed to enter their location and employee identification in the dial pad of the connected VoIP telephone. Each class was held by an instructor who could call out at anytime to an employee, asking questions on the coursework already covered. Questions from employees could also be asked.

The advantages of IDL training included:

1. Enabled employees to take recently acquired knowledge immediately into the field.
2. Allowed employees to recognize areas they needed to dedicate toward self improvement.
3. Offered the AT&T Wireless organization a way of training associates in the field as markets migrated from TDMA to GSM.
4. Live classroom participation and interaction between instructor and student.
5. Encouraged students to work together and hear of ideas/solutions that worked in other markets.