

Press Release

For immediate release

Mobile learning company gets Monarch approval

Media available: Audio and video clips. Copy in a word and PDF document. Camera ready artwork on request, see editors notes.

Monarch Airlines give seal of approval to training company.

Already over 85% of people access the internet using mobile devices and this figure is set to rise. What used to be just a phone is now a TV or a radio, this is technology people are comfortable with. Its also a great learning environment, it's called mobile learning.

Head of group learning, development and talent at Monarch, Dean Giles, had this to say: *"Customer service is a battleground for market share. The fundamentals of service excellence start and end with our employees and this is why, in 2013, we successfully introduced the WorldHost Principles of Customer Service programme through all levels across the organisation".*

WorldHost customer service training was used at the London Olympics and since has become an industry standard. WorldHost M-Learning, developed by People1st and local company Coffee Cup Training, is an embedded learning course delivered direct to students tablets and smart phones anytime, anyplace, anywhere they need it.

John Reynolds Managing Director of Coffee Cup Training said: *"Learning face to face is important but it's what happens after class that really counts. Embedding what has been learnt over twelve months adds value to the original learning investment and makes learning stick".*

more

Simon Tarr, chief executive of People 1st, says: *“WorldHost M-Learning is an innovative and fun way of making sure staff training impacts on your business in a positive and productive way whilst giving employees the skills and knowledge they need to become a valued member of the team.*

It has provided an engaging learning experience for employees at a time and place that suits them. In addition, it is connecting employees with the support, expertise and resources they need.”

John Reynolds adds: "Lifestyle programmes, cooking, gardening, DIY are some of the most popular on TV. People like to learn this way. The WorldHost M-Learning Course is all in video. Add our learning management system that allows a business to see exactly how the learning is progressing and you have a very powerful business tool."

Take a look: <http://www.worldhost.co.uk/programmes/worldhost-online-training>

Notes for editors

Please contact John Reynolds if you would like more information an interview with any of the people in this press release or audio and video clips for your publication .

Contacts

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People 1st is the workforce development expert for the hospitality, tourism, travel, passenger transport and retail industries and works in partnership with employers to develop solutions that increase performance through people.

Dean Giles

Head of Group Learning, Development and Talent Monarch Airlines

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