



Information Development Services

Case Study  
Lasselle-Ramsay

## HP Outsources Training Development, Saves \$100,000, Improves Content Accuracy

Customer support agents staffing the phone lines in Hewlett-Packard's call centers are required to master an overwhelming amount of information. To answer the wide range of customer questions quickly and accurately, they must know the HP Pavilion home computer inside and out—from system setup and troubleshooting to understanding how HP's products interact with other vendors' equipment.

"Our biggest problem is the sheer volume of information and the pace at which it changes. Our customer support agents can't be expected to memorize every detail of the 250 to 300 different models we introduce each year," said Richard Moyer, technical training manager for Hewlett-Packard in Cupertino, California.

Moyer is responsible for worldwide technical training in HP's top-selling home computer retail channel. He was tasked with developing a training program that could provide customer support agents with up-to-date product information. As HP was reducing its in-house technical writing services, Moyer decided to outsource documentation and training.

### Outsourced Solution Serves Global Audience

After investigating several sources, Moyer chose Lasselle-Ramsay because of its reputation for delivering quality work on time and its ability to provide a wide range of services, including technical writing, editing, production, and online communications.

Lasselle-Ramsay faced two major challenges at HP. The first was that training course materials produced for North, Central, and South America would also need to be duplicated in Europe and the Asia-Pacific region using different technologies and software. The second major challenge was to structure the courses so that they could be easily and inexpensively updated from a continuous stream of new product specifications and other important information.

### Flexibility Reduces Production Time, Cuts Costs

To meet these challenges, Lasselle-Ramsay first developed a core curriculum for new customer support agents and service technicians that covered the basic information on HP Pavilion models, the HP call-tracking system, knowledge database and support windows, hardware basics, and details on HP peripherals. Although it would have been easier to start with the introductory courses and progress to the more advanced, Lasselle-Ramsay did not have that luxury.

"The background information and HP technicians were not always available," explained Joan Lasselle, owner of Lasselle-Ramsay.

"Consequently, we had to work on different courses simultaneously. Our flexibility and our ability to add and subtract staff as needed reduced production time for the entire project and produced considerable cost savings for HP."

### What They Said:

**"I needed a vendor that could adapt its services to my needs. Lasselle-Ramsay did that by assembling a team of professionals that was uniquely suited to each particular project,"** said Moyer. **"We have been working with Lasselle-Ramsay for over four years. Not only would I recommend them, I have done so many times."**



Moyer agreed. "Things are constantly changing at HP. I can't afford to spend a lot of time and money on information that is going to come and go. Outsourcing training and documentation to Lasselle-Ramsay has probably saved us one hundred to two hundred thousand dollars per year."

### **Training Web Site Reaches More for Less**

Materials originally created for trainers to use in a classroom were also converted to an online format and posted on the HP Pavilion Training Web site. Putting training materials online helps HP ensure that the information is current and available when and where the trainers need it. In addition, by consolidating new product information at a single, easily accessible source, HP has reduced both training time and document copying costs.

"The HP Pavilion Training Web site is now averaging 9,000 hits a day. It enables us to teach more people in less time for less money," Moyer noted.

### **HP Extends Partnership with Lasselle-Ramsay**

Hewlett-Packard continues to work with Lasselle-Ramsay on a variety of projects, including the development of an interactive Web-based multimedia class and a troubleshooting tool—resembling an electronic flowchart—that will be used to determine if hardware needs to be replaced. Lasselle-Ramsay and Hewlett-Packard also collaborated on a new design for the HP Pavilion Training Web site to make it easier to use and even more effective for training.

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