

## CASE STUDY

## GDPR E-LEARNING AND LEARNING MANAGEMENT SYSTEM



Wincanton, Britain's largest logistics firm, needed to ensure over 5,000 employees were provided with necessary training on the General Data Protection Regulation and worked with Trainer Bubble to deliver a solution to ensure their business compliance targets were met.



Wincanton  
Methuen Park  
Chippenham  
Wiltshire  
United Kingdom

Type  
Private sector

Website  
[www.wincanton.co.uk](http://www.wincanton.co.uk)

Employees  
5,000 people

*The business required a simple, yet robust solution to deliver e-learning to their network of learners that were both spread across the country and often located at customer sites.*

## THE CHALLENGE

Wincanton approached Trainer Bubble to assist them with ensuring their network of over 5,000 employees were provided with the necessary training on the General Data Protection Regulation (GDPR), which came into force in May 2018. Wincanton wanted a concise e-learning training tool to ensure all employees were compliant with the regulation and aware of Wincanton's policies and procedures around data protection.

At that time, Wincanton was engaged in a procurement process for a new Learning Management System (LMS). The business required a simple, yet robust, solution to deliver the e-learning to their network of learners that were both spread across the country and often located at customer sites.



Our discussions identified that Wincanton required the following:

- A SCORM compliant “all employee” GDPR e-learning product covering:
  - What is GDPR?
  - What does it mean for an employee personally?
  - What are the considerations as a Wincanton employee handling customer data?
  - Process and next steps?
- Must be interactive and engaging with a knowledge test at the end
- Requires reporting functionality (completion rates etc.)
- An off-the-shelf product that can be adapted and altered
- Hosting on an LMS with the ability to move to another LMS later
- Administration and support for the LMS
- A reasonable price
- Quick turnaround of product and LMS setup and launch

# THE SOLUTION

## The E-Learning Solution

After reviewing the 'off-the-shelf' GDPR e-learning courses that Trainer Bubble offer, Wincanton felt that the product aimed at all employees met most of their needs and with a few alterations, it would meet all.

Wincanton also decided that our **GDPR: The Key Facts Video** would be a good way of reaching employees that were not able to take the e-learning or as a refresher for meetings. They also had some minor alterations for the video, which allowed them to personalise it, add logos and include additional voiceover from our in-house studio.

Trainer Bubble provided Wincanton with scripts in Word format for both the e-learning product and video, so that they could edit and return them ready for us to make the required changes.

Upon receiving the changes, we were able to turnaround the review and updates within a matter of days, so that Wincanton were not delayed. The products were ready to go.

## The Learning Management System

While we were making our amendments to the e-learning and video, we also implemented the LMS, providing the full system with Wincanton logos and colours throughout. We uploaded the majority of the Wincanton employees to the database, ready to provide a welcome email to each individual user with their personal login details.

Wincanton had the confidence that they could track users through the system, being able to identify who had taken the e-learning, what their progression was and whether they had completed the learning. They also had the ability to send personalised emails to prompt users who had not taken up the opportunity.



*Wincanton had the confidence that they could track users through the system, being able to identify who had taken the e-learning*





# THE RESULTS

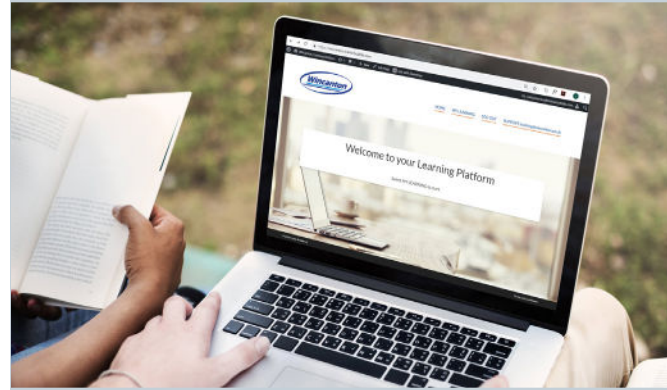
Wincanton were able to ensure thousands of their employees went through the GDPR training within a matter of weeks. The system and our support ensured they could add any employees that had been missed in the first upload to the system and guarantee everyone received their training. The reporting also meant that they could be sure that those employees that had not completed the training were prompted on its importance and the compliance requirements.

The feedback was that the employees found the e-learning engaging and interesting, which helped with completion rates. Wincanton also commented on how quickly Trainer Bubble were able to respond to both the main project and any issues that arose.



Trainer Bubble are currently supporting Wincanton with importing the e-learning and user data to their new Learning Management System. They have also been asked to develop some custom-made e-learning for a new project and some additional off-the-shelf e-learning.

The consensus from the client was that this was a very successful programme.



*“Trainer Bubble responded quickly to our requirements and were able to provide a cost effective, user friendly solution as well as a robust reporting tool to support completion and compliance”*

*Nicola Bevan,  
Head of Training and  
Development*

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