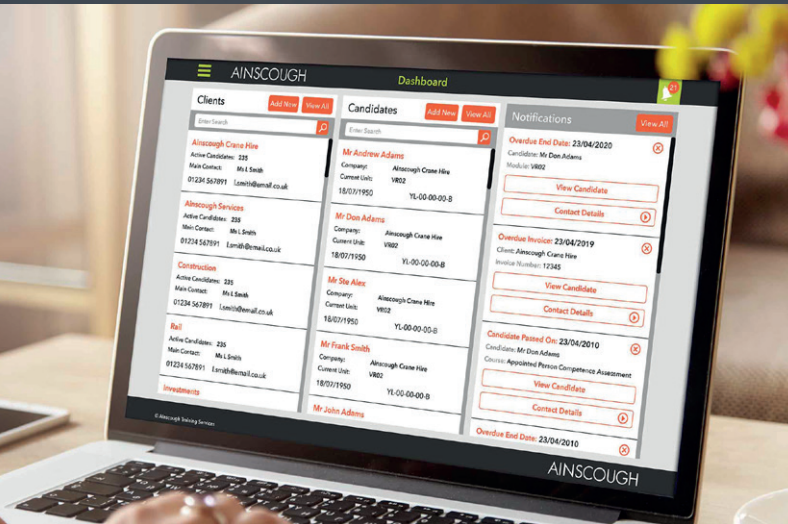


Training Management System

Ainscough Training Services

A system that has delivered significant productivity improvements to a growing training business.



The Customer

Ainscough Training Services provide professional training qualifications and NVQs in lifting operations to a wide range of industries including construction, manufacturing, aerospace and the MoD.

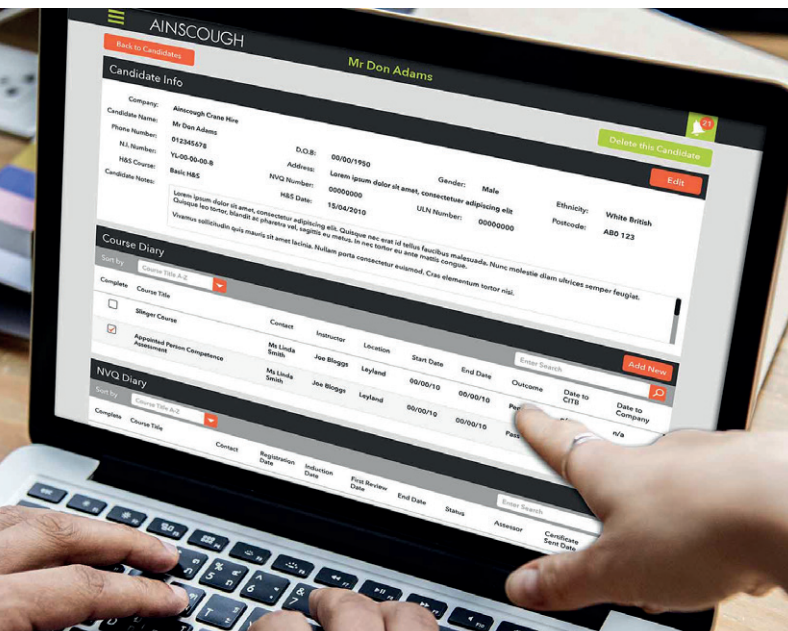
Situated across two sites, the company employs 20 people and is recognised as one of the UK's leading training providers for lifting operations.

Their Pain

As demand for their training services grew, Ainscough faced a dilemma; employ more administrative staff or invest in a new system to better manage operations.

Business growth was being held back and the company recognised they needed to invest in a new software solution that would meet their needs.

Most importantly they wanted a supplier they could trust to be on hand when they needed them and to support their growth ambitions.



Our Solution

Before any development work began, we met with the Ainscough team to map their workflow and identify key efficiency gaps our system needed to overcome.

We then customised our Training Management System to the precise requirements of Ainscough, sharing the software in a test environment to collect feedback from the Ainscough team.

Once live we provided ongoing support to help them get the most from the system and to maximise productivity for the business.

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Key Features



Full customer and delegate record with reminders, order history and document uploads



Multiple payment options with integrated payment gateway



Lead tracking and notifications to prompt proactive customer management



Automated activities including attendee registers, joining instructions and delegate reminders



Custom and automated certificates and badges



Full reporting suite with customised reports



Website integration with online booking functionality



Microsoft Outlook email integration



Impact

Ainscough Training has more than doubled its output without taking on any new administrative staff.

"We have been delighted with the way Blue Wren has worked with us to create and develop a system. Blue Wren always work hard to understand our needs and have exceeded our expectations with what they have been able to deliver.

Our system is a vital tool to ensure we provide the best service possible to our customers and we have been extremely impressed with the technology, systems and valuable advice Blue Wren have been able to give us."

– Helen Boland, Ainscough Training Services

Want to know more about our Training Management System?

Get in touch or book a free demo

Call: 01772 823 734 Email: hello@bluewren.co.uk

blue wren

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