

How a 12-year partnership helped Virgin Australia grow its learning function (and its business)



“Since implementation 12 years ago, Seertech has played a guiding role in our learning strategy. They’ve taken the time to understand our business and complexities.”

Sarah Berg – LMS and HR Systems Specialist,
Virgin Australia



When it comes to aviation, where safety is something that is lived and breathed, learning is more than just acquiring new skills. Training is “mission critical” - something Virgin Australia’s Learning System Specialist, Sarah Berg, is all too aware of.

“For us, learning is not a ‘tick the box’ situation. It’s about making sure our people complete training to ensure the safety of everyone involved.”

In 2008, Virgin Australia chose SeerTech’s Learning Management System (LMS) to centralise its training. Internally known as V-Learn, the platform enables staff to complete their training efficiently, and gives the business a seamless method to manage re-enrolment and report on certification completion.

“A good, strong, stable, adaptable LMS is fundamental to enabling our employees to do their job well. V-Learn provides them with the critical building blocks they need to ensure they can fly planes and service guests, while giving the business an easy way to meet strict safety and compliance regulations.”

However, what started off as an LMS implementation to meet stringent regulatory requirements has developed into something much more comprehensive. Over the last 12 years, SeerTech has moved beyond simply delivering learning software - playing a central role in Virgin Australia’s learning technology strategy.



A PARTNERSHIP APPROACH TO LEARNING

While Virgin Australia was keen to move its learning from manual, paper-based processes, this had proven to be a challenge in the past.

“We’ve relied heavily on Seertech to guide our learning strategy and drive us forward in what’s possible,” Sarah explains.

Working for a busy airline that’s focused on the many compliance issues that needed to be addressed, the Virgin Australia team had little time to think about evolving the system. They needed a partner who could interpret their learning needs within the context of their unique business and run with it.

“Seertech is an extension of our business, rather than just a service provider. They actually understand what our cabin crew do, what our flight crew do, what our head office workers do. They’re able to easily provide solutions for us because they truly understand what we do and the critical nature of our operations.”

Having a dedicated person has been invaluable for the Virgin Australia team, being able to call on them when needed, knowing they understand the business, the unique regulatory landscape and the history of the relationship.

“Our account manager, Fraser, conducts himself like he’s a part of the Virgin family. Fraser considers the best technology outcomes for Virgin Australia as he understands how we operate and that is a huge advantage. Fraser ensures that the best technology outcomes are reached, as he knows the ins-and-outs of how we operate.”





ON-DEMAND, USER-FRIENDLY TRAINING

For Virgin Australia's highly-mobile workforce, user experience is a key driver of successful adoption of the system, something the Virgin Australia team says stood Seertech apart from the competition.

"There's definitely an expectation from our workforce that learning is easily accessible and intuitive. We've had great success with engaging team members, particularly flight crew, who love how easy it is to load and share their own training videos. Having a central repository where they can easily access 'refresher' material on-demand has meant they get much of their training done in their downtime."

Having a centralised learning system has also driven a level of professionalism and efficiency throughout the team, providing the 'critical building blocks' they need to be able to thrive in their roles.

"It's not our people's job to do training. It's their job to be cabin crew or pilot a plane. But at the same time, our industry is heavily compliance-focused. V-Learn has improved accessibility and reliability of our training, and removed a lot of the friction that comes with a highly-regulated industry like ours."



REDUCING TRAINING COSTS WITH CLOSE INDUSTRY ALIGNMENT

Virgin Australia has been able to significantly reduce costs by working with Seertech to closely align the LMS to its organisational and operational industry requirements.

One example is the implementation of a “deeming date” into the system to ensure that training was done on-time, but not too early. While this seemed like a minor issue at face value, the Virgin Australia team soon discovered this oversight was adding significantly to their overall training spend.

“The aviation industry has specialised rules, requiring annual training in order to comply with safety regulations.”

“We are given a 90-day window to complete the training, and we found if people were completing it a few weeks early, training would come around earlier the next year, meaning we were doing more training (and spending more money) than was necessary.”

“Seertech’s solution to this problem means we are confident training is done on the exact date, which helps us avoid unnecessary training and reduces costs.”





BEYOND JUST LEARNING: USING THE LMS TO SOLVE BROADER BUSINESS PROBLEMS

Seertech prides itself on its concierge service. This highly-personalised service has enabled the Virgin Australia team to build a learning platform that is truly fit-for-purpose.

“Seertech has accommodated every request we’ve made.”

As well as day-to-day support ticket level interaction, Seertech runs regular strategic workshops with the Virgin Australia team to understand the broader needs of the business. Together, they identify creative ways to use the LMS to solve problems that would normally be considered beyond the scope of a learning platform. Seertech then includes Virgin Australia’s feedback directly into its roadmap.

One example is Operational Notices. When a new notice is published, Virgin Australia is required to provide evidence that each operational team member has read and signed within an assigned timeframe.

While this was not strictly a training task, the Seertech team was able to configure the LMS to generate and manage the necessary reports to meet their compliance needs.

Having compared Seertech to other LMS providers, Sarah is glad to have found a partner that not only provides solutions for today, but thinks about what they might need tomorrow.

“Seertech was able to give us the solutions for our immediate needs, but also give us solutions that would help us grow. We started this relationship with a specific need, but we’ve actually been able to provide better outcomes as an airline because of the capabilities the solution provides us.”

THE MISSION CRITICAL LEARNING SOLUTION THAT EVOLVES WITH YOU

At Seertech, we redefine the LMS. It's now a constantly evolving solution to meet the needs of today as well as tomorrow. We partner with you and adapt our product to your ever-changing needs.

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