

E-learning Specialists

Balance Learning UK Limited is a specialist in e-learning. They build e-learning courses that are fun, interactive and easy to use. Course content is practical and effective with real-world input from practitioners and customers, and a focus on tips and techniques that learners can put to use right away.

The courses engage and stimulate through combining award winning instructional design with a compelling blend of video, audio and animation. This encourages learners to embrace their own self-development and self-awareness.

And judging by Balance Learning's customer list it is a recipe that works exceedingly well. Customers include BskyB, Croydon Social Services, Delta Airlines, MBNA, Nestle, Pepsico and Waitrose.

Focusing on Smaller Organisations

"When I came into the business the focus was very much on large corporates," said Paul Lamb, Managing Director, Balance Learning. "But I quickly realised that our online learning solutions were just as attractive to smaller organisations as well."

The e-learning course materials are stored in a Microsoft SQL Server database and delivered through a web portal to the customers. Supporting this is Balance Learning's own Learning Management System called Dimension Manager. This allows learners and their administrators to track their learning through the courses and test results.

"Our services are clearly heavily IT dependent as well as being mainly internet delivered," continued Paul. "This meant that we needed to be sure that our IT systems were secure, robust, always available and being properly cared for."

Balance Learning had been hosting their core systems with a company that wasn't delivering the quality of service that the company needed to go forward.

"I was disappointed at the service that we were receiving so I resolved to change hosters," added Paul. "I had knowledge of RapidHost from another company that I was involved in and had a very good feeling for the service that they would deliver to us."

RapidHost were contacted and the service duly moved across without fuss.

Improved Quality of Service

"I was very pleased when RapidHost took over the hosting of our systems," said Paul. "The quality of service was immediately raised and a good working relationship developed. It has been plain sailing ever since because they deliver far greater reliability that anyone else I've experienced."

Balance Learning continues to develop new courses as well as attracting new customers and resellers for their materials.

"I don't have to worry about our central IT systems any more," concluded Paul. "With RapidHost on board I can focus all of my attention on growing the business profitably. It's the ideal position for a Managing Director to be in. Why doesn't every company do this?"