

Nelson Croom launches a range of 'How to' guides

Nelson Croom is launching a series of 'how to' guides to help clients and partners get the most out of their technology, Imago. The guides are designed to answer the most common questions posed by clients and to enable clients to provide a better service to their learners.

The first three guides cover:

- How to manage access to courses
- How to work with course feedback
- How to get the most out of questionnaires

"We are always looking for new ways to support our clients" says Nicola Dann, account manager. "There is so much you can achieve with Imago that sometimes clients just don't know what's possible. By creating these guides we hope our clients can get more out of the system and provide their learners with an even better learning experience".

The guides will be made available as part of Nelson Croom's Partners' Area. The Partners' Area is a freely available resource aimed at supporting partners and clients with their online learning initiatives. It provides information on existing and forthcoming courses, tips for marketing online courses and the opportunity for partners to share ideas through a quarterly newsletter.

Nelson Croom prides itself on its customer service which was rewarded recently when they won the Elearning Development Company of the Year, Silver Award at the Elearning Awards 2009. The judges commented "*Statistics are rarely as convincing as this: every single one of Nelson Croom's customers would recommend the company to other businesses...Nelson Croom's strong results focus and a very high level of long-term customer retention make it an outstanding company*".

Imago, the technology on which Nelson Croom courses are built, is a hosted solution. It provides a complete solution for clients including a learning environment, learning management and content management tools.

"Because we are a hosted solution our clients can get started quickly and with confidence. Imago is currently home to 170,000 active learners on over 1,000 different courses so you know it works. There is no technology risk" states Tony Short, technical director. Imago has been developing over the last 10 years and continues to grow to take advantage of new technologies and opportunities.

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Notes for editors:

About Nelson Croom

Founded in 2000, Nelson Croom has rapidly grown into a leading developer and publisher of online learning. Nelson Croom works in partnership with professional associations, companies and voluntary organisations to provide flexible, relevant and creative CPD, training, distance learning and compliance programmes. For more information visit www.nelsoncroom.co.uk

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