

Overview

The need

Zonal Retail Data Systems needed to expand its training service to customers, becoming a trusted delivery partner both within and outside its traditional core market.

The solution

Zonal adopted the **TPMA** (Trainer Performance and Monitoring Assessment) programme from the Learning & Performance Institute.

The benefits

Training delivery improves, trainer confidence and skills rise, course content and quality improves, new market potential is identified.

About Zonal

Zonal is the number one supplier of hospitality EPoS systems in the UK, having been in operation for over 35 years.

Headquartered in Edinburgh, with manufacturing in Livingston and sales offices in Abingdon, Zonal's solutions are used by more than 8,000 businesses across the UK including pubs, bars, restaurants, nightclubs, hotels and leisure venues.

Zonal Training Services evolved from the company's need to align industry standards with quality learning services.



Zonal Retail Data Systems sees new market potential after TPMA adoption.

Gives confidence boost to training services and sets out direction for future excellence.

As a manufacturer of EPOS systems for the hospitality sector, Zonal Retail Data Systems (Zonal) provides training and management support for its customers.

Sensing the market opportunity to become a more holistic training provider and a trusted delivery partner to its customers, Zonal embarked upon an improvement programme consisting of TPMA certification and accreditation from the Learning & Performance Institute (LPI).

The results have been higher skill levels, increased confidence to deliver training, improvements to course design, adoption of new delivery mechanisms, and the potential to expand into new markets as a trusted training provider.

Zonal has been accredited at the highest level by the LPI, as a gold standard learning provider.





“ We saw the positive benefits of implementing TPMA straight away. Delegate feedback was amazing - everyone loved it. In comparison to other training certifications, TPMA blows them all out of the water

Craig Hamill, Head of Learning and Development and Implementation, Zonal

Why Zonal chose the LPI and TPMA

Zonal Retail Data Systems (Zonal) needed to find a best-practice framework that would give its trainers the tools and methods needed to deliver consistently excellent standards of training.

Zonal's Head of Learning and Development and Implementation, Craig Hamill, explained the rationale behind working with the LPI.

“We looked at various training certifications but it was the LPI's TPMA offering that stood out. Not only was it more than just a tick-in-the-box exercise but there was a tangible sense of community around the LPI as a company. They took the time to talk to us. We discussed training delivery and auditing, how we could differentiate ourselves in the market, our use of social media, elearning and webinars. The LPI really helped us think outside the usual operational constraints of training delivery with the added bonus of becoming a recognised training provider.”

Hamill recalls how this advice resonated with the hospitality market at that time.

“Clients were looking for ‘trusted’ providers who could deliver training on both Zonal software and on other software applications. Accreditation from standards bodies was being seen as a key differentiator.

“The LPI saw our potential as a learning organisation - that having a strong personal development methodology could make our trainers into true professionals who could confidently go out to the customer base and tackle not just hospitality but any training need.”

The effect of TPMA on personal development

The adoption of TPMA has not only improved Zonal's in-house training function but has encouraged personal development from customers who have benefitted from the TPMA certification.

“We began by putting 5 of our principal trainers through the TPMA assessor course”, explains Hamill. “With knowledge of the framework, the mechanics of how and why we were training, and a comprehensive library of techniques and methods, Zonal had the perfect opportunity to evaluate its training offering. By refreshing existing skills and breaking bad habits, the trainers gained the confidence to strive to be exceptional in their role.

“As a result, we've now changed the way in which we structure our courses, their content and their design, to mirror what best practice should be, according to TPMA. This means we can bring our trainers up to speed more quickly. In essence, the courses began to improve the trainers, and the trainers began to improve the course, which resulted in our customers having a first-class experience.

“We've even put some of our service engineers and Helpcentre trainers through the TPMA framework to help them be more effective when training new staff. This adopted training approach has allowed staff in these roles to hit the ground running at a much faster pace, as a reflection of the training delivered as well as improving our onboarding process.

“TPMA initially took a lot of people out of their comfort zone - but we have now certified approximately 100 trainers, from internal staff to external customers, with highly transferable skills, adhering to a consistent framework. Some of these learners have even now ventured into training roles - becoming semi-resident. Others have gone on to train in completely different environments or taken the transferable skills learned to successfully apply in practice. TPMA has opened doors.”

Positive Results and Customer Adoption

Zonal has seen an improvement in evaluation scores and customer adoption of TPMA principles. Zonal customers who had trainers certified through Zonal soon realised the benefit of in-house training and have since adopted the Zonal training methods to offer services externally.

“We saw the positive benefits of implementing TPMA straight away”, explains Hamill. “Firstly, the feedback from course delegates was amazing. We’ve tracked customer feedback through confidence checks and recaps - and the results clearly show that customers are very happy.

“Despite everyone saying how challenging the course was, it was universally praised. Compared to other well-known and established training certifications, TPMA blows them out of the water.

“When we now tender for a training contract, we are confident that having the TPMA framework and LPI Gold Standard Accreditation really puts us in the running because we have that consistency of approach.”

Next Steps

Zonal now aims to become more recognised as a trusted training provider outside its core EPOS and hospitality market.

With almost one hundred certified trainers (at time of writing), Zonal's TPMA-enabled team has ultimately been responsible for the training of thousands of end-users, a number which grows daily.

TPMA is empowering Zonal to design new courses and examine new delivery methods. They are using the framework to design elearning, blended learning and webinars, and they are considering online/virtual mechanisms.

As Hamill states, “Offering a flexible service gives some of our customers the option to take virtual delivery of courses. This allows us to reach more people and helps us become more competitive by cutting costs.”

“I would encourage anyone who is serious about training to adopt TPMA and work with the LPI and Zonal. You may think that TPMA is just a tool for trainers but it actually teaches you so much more. It teaches you how to think, how to question, how to listen, and how to communicate interactively.

“Ultimately, it's proof that you've reached an independently acknowledged standard - and that is extremely powerful when the standard is as prestigious as TPMA.”

Zonal is an LPI authorised TPMA assessment centre and LPI Gold Standard accredited learning provider.



Trainer Testimonials

“The TPMA assessment makes you think on your feet and of your role as the trainer. I enjoyed designing my own course from scratch, and the challenge of delivering the course with all the elements that needed to be covered. The course has definitely helped me in my approach to training, especially the different types of learner behaviour and breaking down my own training style. I would definitely recommend taking the TPMA certification, as it shows to any employer or customer that we have the necessary experience and credibility, to undertake any type of training or course. **Sara Allen, Freelance Trainer**

TPMA has given me the confidence to train people. Its questioning techniques are second to none - using open questions puts the responsibility on staff to learn and think for themselves. **Mark Garbacz, Mitchells and Butlers**

Zonal's TPMA Assessment pushed me right outside my comfort zone, but was very rewarding. **Greg Walsh, Mitchells and Butlers**

The TPMA framework was great and made me revolutionise the way I design and deliver training. A challenging assessment, but a great sense of achievement **Jonny Grant, Product Training Manager (Zonal)**

Participants were encouraged to engage in game and role play which was very relevant to the areas we were working on. I feel to have gained a more rounded understanding of training as a whole, understanding how to ask questions, how to gauge my audience and how to structure a training session. **Andrew Burrows, E-POSitive Outcomes Ltd**

About TPMA

The Learning and Performance Institute has always recognised the need for training managers to assess, monitor and benchmark the performance of their own trainers and their delivery skills. Launched in 2008, the Trainer Performance and Monitoring Assessment (TPMA) service is transforming the quality of training.

- GLOBALLY RECOGNISED CERTIFICATION - recognise and reward the competency of your trainers with a globally recognised certification awarded by the Institute.
- KEY PERFORMANCE INDICATORS (KPI's) allows you to measure each trainer's performance and development.
- BENCHMARK your trainers and easily identify areas for improvement.
- REDUCE COSTS by controlling the ongoing performance standards of training staff

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Produced in the UK, June 2015

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