

Case Study: ToolBook 2004 Instructor - Nielsen



Nielsen Media Research is the world's leading provider of television audience measurement and related services. The company produces local ratings estimates for television stations, regional cable networks, MSOs, cable interconnects, and Spanish language stations in each of the 210 television markets in the U.S., including electronic metered service in 56 markets. It is a part of VNU Media Measurement & Information, a global leader in information services for the media and entertainment industries.

The Challenge

Nielsen clients access audience statistics through Nielsen's National People Meter program. This program allows clients to develop custom queries and reports based upon individual station needs. As this program was created, a simultaneous effort was underway to create a new Training Department as quickly as possible. As a new staff, the Training Team needed a tool that would get trainers up to speed, producing tutorials very quickly, so they chose ToolBook.

The Solution

"The insertion of interactivities, using Widgets, is an easy, drag-and drop process. And the Actions Editor allows you to dream up nearly any kind of training program without being a programmer." ToolBook's rapid development environment allowed Nielsen trainers to create solid training very quickly. "Once you give someone an overview of ToolBook, a new

trainer can pull in functionalities, fill in the blanks, and a training program is good to go," stated Patricia Mullen, lead training specialist for Nielsen. "If you have a template and basis for good instructional design, you can very quickly put together a solid piece of training."

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The Results

Nielsen Training has been able to use ToolBook to create consistent, template content for approximately 5,000 employees as well as 10,000 external customers, expanding on Nielsen's help desk support. Using these tutorials, Nielsen clients can find assistance on a 24/7 basis.

For more information

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