



Promethean's award-winning ActiVote

**Case Study:** Rentokil Pest Control | April 2011

## Rentokil transforms employee training with Promethean ActiVote.

**"In all our years of operation, Rentokil has never stopped learning. ActiVote is the technology that will enable us to continue this in a 21st Century environment."**

Established in 1927, Rentokil now employs 50,000 people and operates in more than 40 countries. The exceptional quality of service delivery and customer loyalty, combined with a highly skilled workforce, has enabled the company to expand its business across the globe.



### In Summary

Putting lifelong learning at the heart of its operations, Rentokil seeks innovative techniques for maintaining the skills and motivation of its workforce. In the UK, this led to the introduction of ActiVote, Promethean's award-winning Learner Response System. Integrated into the company's professional development programme, ActiVote is a pivotal tool in the training of the sales team, leading to improved attention and increased knowledge transfer.

### The Challenge

Rentokil recognises that effective training and a highly skilled workforce are critical to building and developing a successful business. Therefore, training is an integral part of its operations – especially for the front-line sales team.

When Andrew Hickey joined the company as the new Head of Sales Academy, Rentokil decided to review its long-standing training programme. "One business objective is to grow the company through effective training of the workforce, which can only be achieved by continually benchmarking your programme. After a full evaluation, it became clear that there were a number of areas we could develop to greatly enhance practices that were already in place," explains Andrew.

The initial evaluation revealed that the programme no longer engaged the sales team or collected enough feedback to measure the level of knowledge transfer. It also identified a need for greater consistency in programme delivery and for more structure to training sessions.

"From the training programme audit we identified the key areas we had to address, most of which were quite simple. However, we wanted to use the overhaul of the sales training as an opportunity to put us at the forefront of the industry, both in terms of content and delivery."

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Recognizing the role learning technology plays in today’s training room, Andrew explored the range of interactive systems that could support Rentokil as the company addressed a number of challenges. As a simple, affordable and highly interactive training technology, Promethean’s ActiVote multiple choice Learner Response System emerged as the preferred solution.

### The Solution

A simple, yet powerful, training technology tool, ActiVote is a multiple choice Learner Response System that facilitates a wide range of training scenarios. Supporting various question-and-answer formats, such as yes/no, true/false, Likert scale and multiple choice, ActiVote instantly measures group understanding. ActiVote can be used in named or anonymous mode, making it suitable for both stimulating discussion and formative assessment.

Rolling the technology out to all sites in the UK, Rentokil invested in ten sets of 32 ActiVote devices, which were allocated to the sales and development training of 150 employees.

### The Benefit

ActiVote formed a key part of the new training programme – ‘Route One,’ which was launched to offer consistency and structure to training delivery. “Each month we hold a two-hour training session within a wider sales meeting,” Andrew explains. “Working with up to 15 delegates in each session, we have to be innovative in our approach to ensure that they remain focused and motivated. ActiVote emerged as an ideal support technology as it gave us the ability to gather instant feedback on group understanding as well as a clear audit trail.”

ActiVote is now used in every sales and development training session throughout Rentokil (Pest Control), and is integrated into training delivery as a quick-fire means of assessing group understanding. Quite simply, according to Andrew, ActiVote raises standards: “Training at regular intervals could have presented challenges to keeping the sales engaged. ActiVote’s interactive nature and the ability to use it in named mode means that everyone in the room knows they have to participate. Consequently, our training has become more effective, and the level of understanding on certain topics has increased by up to 40% in some sessions.”

By standardising the training content with ActiVote, Andrew has ensured consistency: “Developing a core set of training sessions with ActiVote has enabled us to to deploy the same materials throughout all sites—and to know that the programme delivery will be stimulating and engaging.”

ActiVote results can be exported into Excel™, affording trainers a clear time-saving advantage, Andrew says. “The nature of training and assessment can be highly labour-intensive, particularly where administration is concerned. ActiVote offers an effective solution for reducing this burden as both the session and the results are digital, making the manipulation and evaluation of data and course content much easier and quicker. From a performance-monitoring perspective, this saves time and also gives us access to powerful data.”



To find out more about Promethean’s business solutions, please contact LEB Partnership Ltd., or learn more at [www.prometheanworld.com/business](http://www.prometheanworld.com/business)



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