



Abra LearningAction®

CUSTOMER

WorldNow

CORPORATE PROFILE

Headquarters

New York, NY

Type of Business

Leading provider of Internet technology, revenue and content solutions for local broadcast companies

Number of Locations

One

Number of Employees

800+

SYSTEM PROFILE

Abra LearningAction®

WorldNow Enjoys Training Success with Abra LearningAction®

"Ease of administration" is the primary reason that Internet application service provider (ASP) WorldNow chose Abra LearningAction for Web-based compliance training on topics like harassment prevention and the legal aspects of interviewing.

"We wanted to provide something that would be easy to distribute, easy to access, and easy to use," said WorldNow Human Resource Manager, Jennifer Edwards. "But the key for us was to make the program manageable."

The leading force in the rapidly emerging field of converging broadcast and online business models, the company hosts and supports a cost-effective solution that allows stations to easily manage and publish their Internet content. Through its innovative business model and complete affiliate solution, local media companies are able to leverage their core assets in an entirely new medium.



WORLDNow

Extending Training's Reach

Because WorldNow has clients in markets as diverse as Los Angeles, Indianapolis, and Toledo, Ohio, Ms. Edwards' primary concern was implementing a training program that would meet the company's compliance needs without requiring months of effort.

"Abra LearningAction's e-mail notifications and reminders were a huge plus for us," added Ms. Edwards, referencing a feature of Abra LearningAction's Compliance Manager™ that reduces administrative burdens by automatically reminding people who still

CHALLENGE

Deliver training across multiple, diverse locations quickly and efficiently.

SOLUTION

Abra LearningAction, a Web-based compliance training tool

RESULTS

- Received Web-based solution that is easy to use, distribute, and access
- Educated entire workforce in only a few weeks
- Delivered fast, efficient training to all employees

"The program has gone extraordinarily well. The technology is solid, and that enabled us to get up and running fast."

*Jennifer Edwards
Human Resource Manager
WorldNow*

need to complete training. "I've managed standup training programs in the past, and it's hard to catch everyone, particularly new employees. That's something we really needed to be able to do in this case."

Sending Out Signals

WorldNow's training program was successful, in part, because of strong backing from upper management. The company's chief financial officer sent a note to everyone in the company, reinforcing the need for all employees to train on key topics. Within a few weeks after implementation, virtually everyone in WorldNow's workforce had completed the harassment training program.

In Tune with WorldNow's Needs

According to Ms. Edwards, Abra LearningAction's compliance training solution has enabled WorldNow to meet its business objectives very quickly. "The program has gone extraordinarily well. The technology is solid, and that enabled us to get up and running fast."

"The most surprising element of the project," according to Ms. Edwards, "was that there were no surprises. Abra LearningAction delivered exactly what they promised, and [Best Software was] always available to provide support and answer questions. That's a rare thing to find these days."



BEST SOFTWARE SOLUTIONS

- ACCOUNTING • HR & PAYROLL • CONTACT MANAGEMENT • MANUFACTURING • DISTRIBUTION
- CUSTOMER RELATIONSHIP MANAGEMENT • E-BUSINESS • FIXED ASSET MANAGEMENT
- FUND ACCOUNTING • FUNDRAISING

best
software

insights for the life of your business™

800-424-9392

www.bestsoftware.com