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Case study: Why Corndel renewed with Aptem

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Corndel's relentless focus on delivering
exceptional-quality training programmes
across Leadership and Digital has cemented
its position as an award-winning provider.
Testament to this success is the rate of growth.
Having entered the industry with the inception
of the Apprenticeship Levy in 2017, and focusing
exclusively on some key curriculum areas,
it has grown into one of the largest vocational
training providers in the UK.

Selecting the right technology platform for future growth

Corndel selected Aptem as its apprenticeship delivery system in 2017. Some are aware of the partnership at board level between Aptem and Corndel. With both companies in their infancy the relationship was a consideration in the procurement of the Aptem system. However, by 2022, when the system choice was due to be renewed, Aptem and Corndel were no longer connected in this way.

At renewal the team at Corndel challenged themselves to ensure that Aptem was still the best-available product to service their business. "We have ambitious plans to continue our growth trajectory and bring exceptional training programmes to the market, so we needed to ensure that the technology platform could continue to meet these ambitions," said Richard Bridge, Director of Learning Technology at Corndel.

Historically we have very close ties with Aptem. Aptem is a valued partner. But the renewal presented us with an opportunity to review our technology to ensure Aptem remained the appropriate choice for the next stage of our business.

**Richard Bridge,** Director of Learning Technology at Corndel

Approach and criteria for selection

Corndel undertook a full market analysis of all apprenticeship delivery systems according to stringent criteria based on its organisational objectives.

End-to-end systems took priority:
"Delighting our learners and employers lies at the heart of what we do. It's not a great experience for either party to have to log on to myriad systems, especially in the first few weeks when onboarding onto a learning programme. Follow this with several systems throughout the programme to access learning materials, record off-the-job hours, submit learning journals, and meet with a coach, and your technology really isn't living up to the claim that delighting learners is of critical importance," said Richard.

There were three additional areas of focus by which systems were measured:
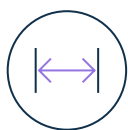
Working at scale
Corndel onboarded 900 learners in September 2022 alone. "The system needs to automate basic administration processes, and create accounts for learners in bulk," said Richard. Streamlining the onboarding process is also crucial to Corndel's promise to deliver an exceptional learner experience. "Conceive a scenario where your system delivers no oversight of what 900 learners going through onboarding and induction at the same time need to do and when?

For starters, it is extremely stressful for learners in the early days of an apprenticeship. Secondly, it puts immense pressure on admin teams. This is not something we want to put our learners or employees through; it doesn't deliver on our brand promises," explained Richard.

Working at pace
"The industry as a whole is constantly evolving, as evidenced by the significant changes to the funding rules in August 2022," said Richard. "Layer that with our curriculum demands, client requirements and growth ambitions. We need a system that is agile and a team behind it that can react quickly." Corndel is constantly evolving and improving its programmes, upgrading content based on customer feedback, creating personalised modules so that the organisations it works with can meet their specific L&D objectives, and adapting to ensure compliance. The chosen system has to be able to support these requirements.

Customisation

Corndel's roots lie in industry disruption. "We had a simple goal when we conceived Corndel back in 2016: to deliver brilliant training," said Richard. "In order to deliver brilliant training that delights our learners and employers we created a different kind of delivery model. Irrespective of our size, we still challenge ourselves daily to ensure we optimise this model. Crucial to that is a system that doesn't constrain us.

"The ability to adapt language, processes and controls to ensure a truly personalised Corndel learning experience for learners enables us to both differentiate and continue to provide the highest-quality learning experience. Editing learning plans at an individual level for part-time learners, those with learning needs, or based on learner feedback allows for customisation that directly impacts learner achievement rates.

"However, we had to ensure the system we selected both allowed for customisation and did the heavy lifting. Things like the ability to sync changes across cohorts or defined groups was essential. We can't make changes at individual learner record level for every learner. Likewise, we needed the ability to retro-fit changes such as additional content, for current learners across all aspects of our programmes, and release this to everyone using a sync process," said Richard.

The choice to renew with Aptem

Having reviewed several apprenticeship delivery systems, Corndel shortlisted and ultimately decided to renew with Aptem. "Aptem was the only system that could meet our three goals. There were additional factors taken into account when we decided to renew", explained Richard:

✓ Aptem's future roadmap and general direction of travel is in sync with Corndel's requirements. Features like the ability to isolate and change part-time learners or breaks-in-learning learners on non-standard chronology.

✓ Confidence in the system's ability to help ensure compliance, because the platform has been deliberately built to service apprenticeships.

✓ The security of the platform, with servers held in the UK and a single tenant set-up per customer.

✓ The ability to build exciting content for the learning plan and upload it into Aptem using SCORM.

✓ The new user interface in Console is "smart and intuitive", receiving positive feedback from learners and employers.

✓ The ability to use Aptem to help deliver a higher degree apprenticeship offering. Aptem has extensive knowledge in this marketplace and is the only viable provider.

✓ Using Aptem to continue to manage the delivery of commercial programmes.

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Another large component of our decision to stay was the relationship we have with the Aptem team. We value their ethos and their ambitions. The way they have scaled and are improving the products aligns with our own ambitions.

Richard Bridge, Director of Learning Technology at Corndel

Measuring the impact of an apprenticeship delivery system

The simplicity of Corndel's organisational objectives lie behind its impressive achievements. "Ultimately, any system we chose had to answer yes to these things," said Richard:
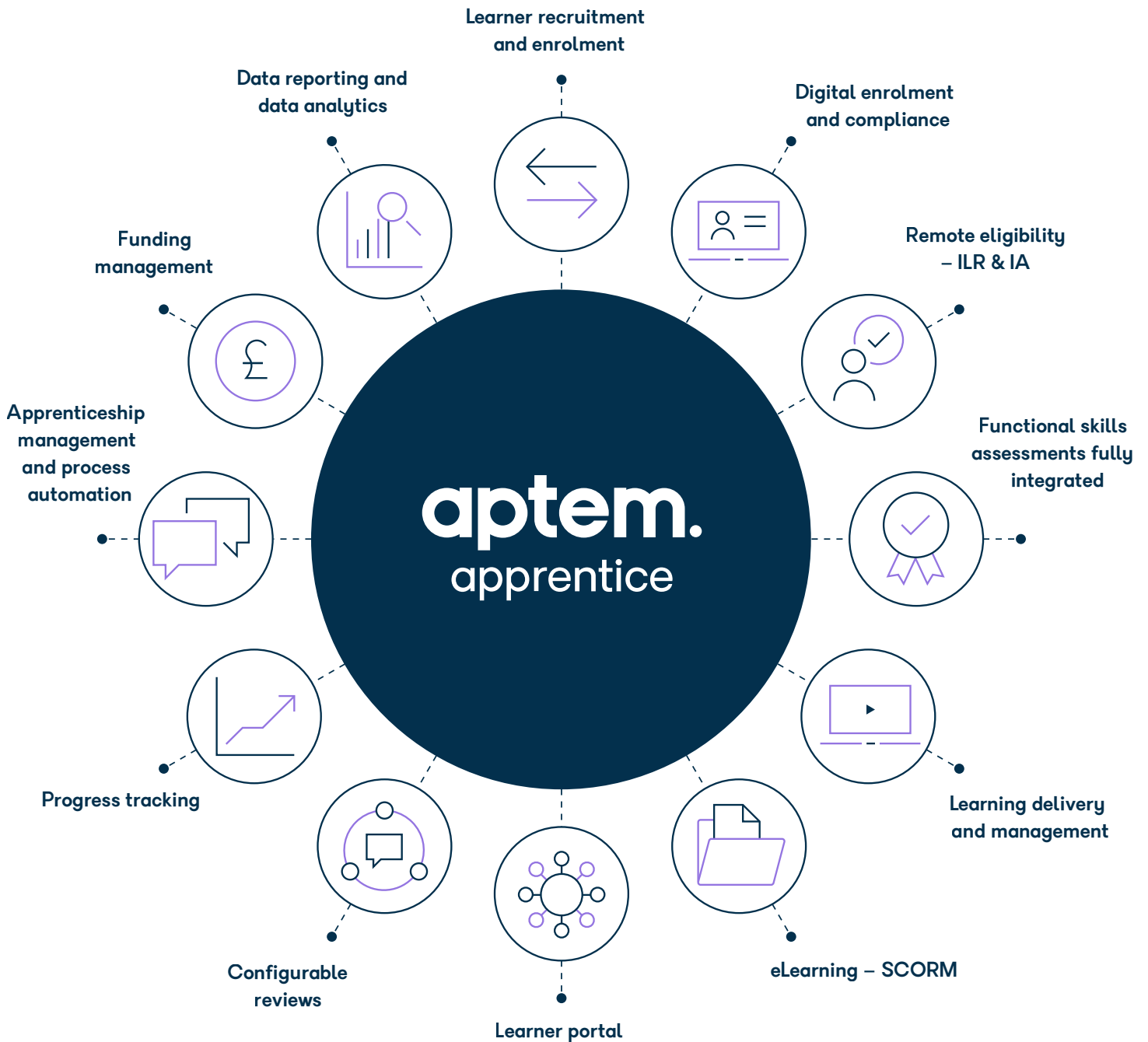
- ✓ Will this system delight our learners, employers and staff?
- ✓ Will it help us to progress our learners?
- ✓ Will it help to keep us regulatorily compliant?
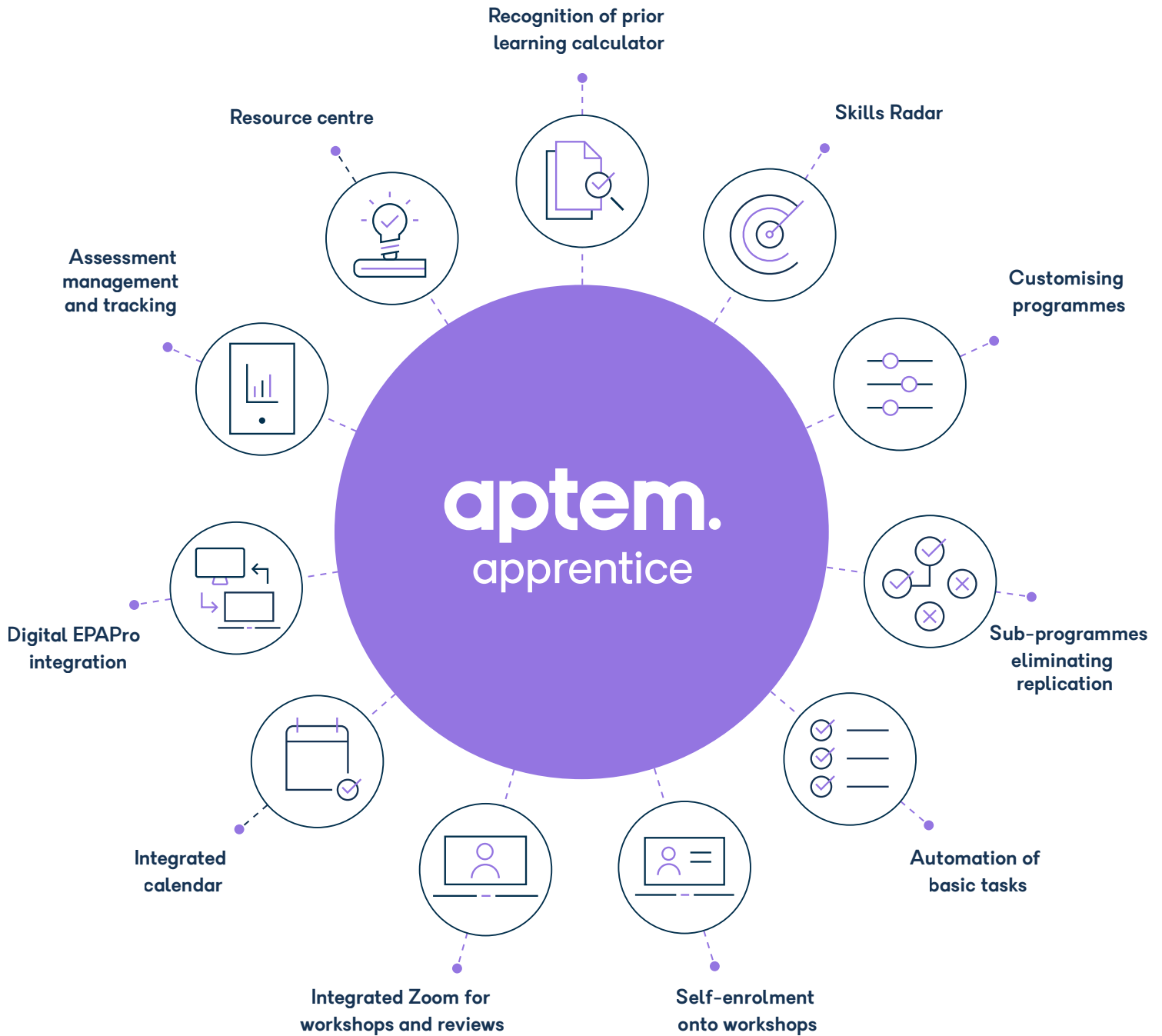- ✓ Will it help us to remain commercially successful?

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Having carefully analysed our choices, the system that best answered 'yes' to each of these was Aptem. On this basis we were very pleased to renew our contract and look forward to continuing to work with the Aptem team,

Richard Bridge, Director of Learning Technology at Corndel

What you can expect as standard features

Learner recruitment and enrolment

Data reporting and data analytics

Digital enrolment and compliance

Funding management

Remote eligibility – ILR & IA

Apprenticeship management and process automation

Functional skills assessments fully integrated

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Learning delivery and management

Progress tracking

eLearning – SCORM

Configurable reviews

Learner portal

The features that make Aptem Apprentice unique

Recognition of prior learning calculator

Resource centre

Skills Radar

Assessment management and tracking

Customising programmes

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Digital EPAPro integration

Sub-programmes eliminating replication

Integrated calendar

Automation of basic tasks

Integrated Zoom for workshops and reviews

Self-enrolment onto workshops

The industry as a whole is constantly evolving, as evidenced by the significant changes to the funding rules in August 2022. Layer that with our curriculum demands, client requirements and growth ambitions. We needed a system that is agile and a team behind it that can react quickly.

Richard Bridge, Director of Learning Technology at Corndel

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If you are an organisation that helps deliver further education and employment programmes and would like to transform the way you deliver in a cost-effective, efficient and compliant way, get in touch:

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020 3758 8540

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Aptem is one of the fastest-growing SaaS software companies to manage vocational training, skills and employability programmes. In addition to Aptem Apprentice, we offer a range of other solutions to support the development of vocational skills and re-employment.

✓ **Aptem Enrol,** remote onboarding of apprenticeship students, for colleges.

✓ **Aptem Employ,** a unique, flexible, award-winning employability system that helps to get people back into the workplace quickly and for the long term.

✓ **Aptem Skills,** our award-winning end-to-end delivery platform that enables fully compliant AEB course delivery and accelerates re-employment.

✓ **Aptem Commercial,** a complete solution to managing course applications, admissions, payment and reporting. It gives you full transparency across your commercial, short course or CPD offering.

✓ **Aptem Assess,** a cognitive assessment tool that enables you to seamlessly identify and respond to learning needs.

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