

Case study: Pareto



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Pareto has spent over 25 years getting the best out of people and transforming their careers by delivering exceptional training and providing life-changing working opportunities. It is the market leader in graduate sales recruitment and sales apprenticeship programmes.

**Pareto is part of the Randstad group.
It is 300 people strong, with 81 people
in the apprenticeship team.**

The team has significant plans for apprenticeships, expanding into the digital sector, and were looking for a streamlined end-to-end platform with the learner journey in one place. They were keen to automate as much of the journey as possible, removing the administrative burden on staff, to allow them to focus on high-quality delivery.

Pareto staff previously used a combination of Maytas and eTrack. They were struggling with a lack of visibility of the learning plan, no visualisation of what the learner journey looked like, an inability to tailor the journey to the needs of the individual learner, and a lot of manual processes and chasing to support learners.

81  900

81 people in Pareto's apprenticeship team serve 900 learners starting annually.



Preparation paying dividends

Here, the Pareto team shares its criteria for selecting a new apprenticeship delivery system:

- ✓ The ability to automate as much as possible, so that internal teams can focus on quality, not admin.
- ✓ A single view across the whole learner journey, with customisation functionality.
- ✓ Cloud hosting, to remove issues around access via remote desktop connections.
- ✓ A modern user interface that makes it easy for learners to engage with the system.
- ✓ The opportunity for learners to self-serve with regard to data input.
- ✓ The ability to put all learners onto one system as quickly as possible, to avoid legacy issues with learners on different systems and associated costs.

Pareto's objectives when procuring a new system were:



To provide a better learner and employer experience.



To replace lengthy, heavily paper-based processes with automated processes within Aptem.



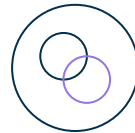
To ensure consistency of information by using one system.



After a thorough market-scoping process, Pareto shortlisted two end-to-end providers, and ultimately procured Aptem for a number of reasons:



Alignment of organisational goals. Pareto's growth plans into other vocational training areas aligned with Aptem's product roadmap and strategic vision. Aptem products support AEB, Bootcamps, Commercial Training and Employability programmes, to name a few. Pareto wanted to procure one system, not different products for each of these areas.



The Aptem relationship. Ben Drain, Senior Vice President for Apprenticeships had worked with Aptem's Implementation team before and values their industry knowledge and experience: *"Georgina, Head of Implementation, ran this implementation for us, but everyone in that team has experience working in the apprenticeship space, meaning they have walked in our shoes, which I value immensely,"* said Ben. *"Georgina was flexible and always on hand to support us. From weekly calls to ad hoc queries and now the ongoing touchpoints with the Customer Success team, we feel well supported to maximise the value of Aptem."*



Flexibility. Pareto needed flexibility within the system to customise learning plans and information screens, and to build the system to service its needs. Aptem is the only system in the marketplace that allows for this level of configurability.



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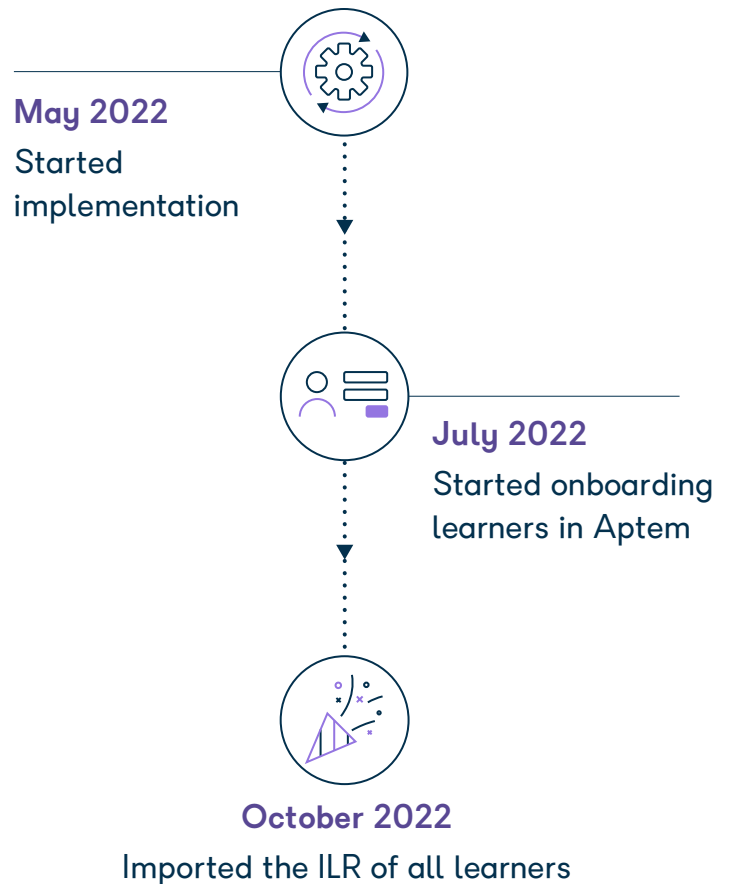
Ben Drain, Senior Vice President for Apprenticeships, Pareto

844 learners, eight programmes and a 12-week implementation

What happened next was a fast and brilliantly organised implementation, due in no small part to the experience of a key member of the Pareto team, who had implemented Aptem four times before.

“Our approach to implementation for Pareto focused on flexibility because of the customer’s prior knowledge of Aptem,” explained Georgina Burton, Head of Implementation at Aptem. “Ben is an extremely experienced Aptem user, so this bespoke implementation involved us bringing in specialists within our team at different points to advise and guide on things like API integrations. Training was delivered in the order that fitted Pareto’s vision. Pareto prioritised the ILR and wanted submissions within eight weeks, so we made this happen together.”

Implementation started in May 2022. Some learners were on system by end of July, all learners by end of August, and by the end of October 2022, all learners and all existing work was migrated across, mapped to standards and fully operational.



“This accelerated timeline was only possible because of work done in pre-build. I’d recommend a number of things at the ‘pre-build’ stage to optimise the time you are in implementation. By pre-build I mean the time between knowing you are going to purchase a system and starting implementation. You can get a lot done in this period,” said Ben:

- ✔ Decide which of your learners you are migrating upfront.
- ✔ Agree whether you are going to run two systems concurrently or go for a ‘big bang’ approach.
- ✔ Consider pre-building your learning plans in Excel exactly how you want them to appear in Aptem. Then have the discussions with your curriculum team in advance, to move things around and agree a final version before you copy them into Aptem.
- ✔ Have two versions of your learning plan – one for existing learners and one for new ones going straight into Aptem. The mistake people make is building one learning plan and then realising it doesn’t map to existing learners.
- ✔ Consider how your skills coaches deliver a review. Your current approach might work well on a Word document, where coaches can navigate to each topic as it is discussed. However, you may want to alter the order of the review content for Aptem, where it will be delivered a section at a time. Have these discussions with your team in advance and agree a standardised approach.
- ✔ Procuring a system like Aptem is an opportunity to optimise your processes and ways of working. Think about what you can improve and how the system can support you to do this.

There are a number of other things Ben recommends when in Implementation:

- ✓ When it comes to programme build keep it tight – one person in the project team.
- ✓ Allocate time to the project team to explore and understand the system.
- ✓ Aptem has pre-built standards and will ask you at the start of implementation to review these. Ask yourself if these work for you and your EPA? If they don't, it's not a problem, Aptem will rebuild them with you, but it's much better to find this out at the beginning of an implementation, than leaving this until the last minute.



The biggest frustration in implementation is losing time building things that don't work, because you haven't agreed a learning plan, or you haven't worked out how you run reviews. Use your time wisely before Implementation begins to have these discussions internally.

Ben Drain, Senior Vice President for Apprenticeships, Pareto



The difference and impact of Aptem

“We’ve received fantastic feedback from learners. Nobody prefers the old way. The clarity of the system reduces anxiety around the mechanics of apprenticeship delivery and allows the learners to focus on completing their apprenticeship to the highest possible standard. Employers appreciate the overview of learner progress provided by their dashboard within the system. Skills coaches love seeing everything in one place, so that they can plan the learning journey with a learner and move things around when required. They no longer risk missing anything and aren’t reliant on manual checklists. The learning plan guides them,” said Ben.

Pareto is measuring Aptem against a number of criteria:

- ✓ **Timely progress**
- ✓ **Timely off-the-job (OTJ) hours**
- ✓ **Learner engagement**
- ✓ **Learner retention**

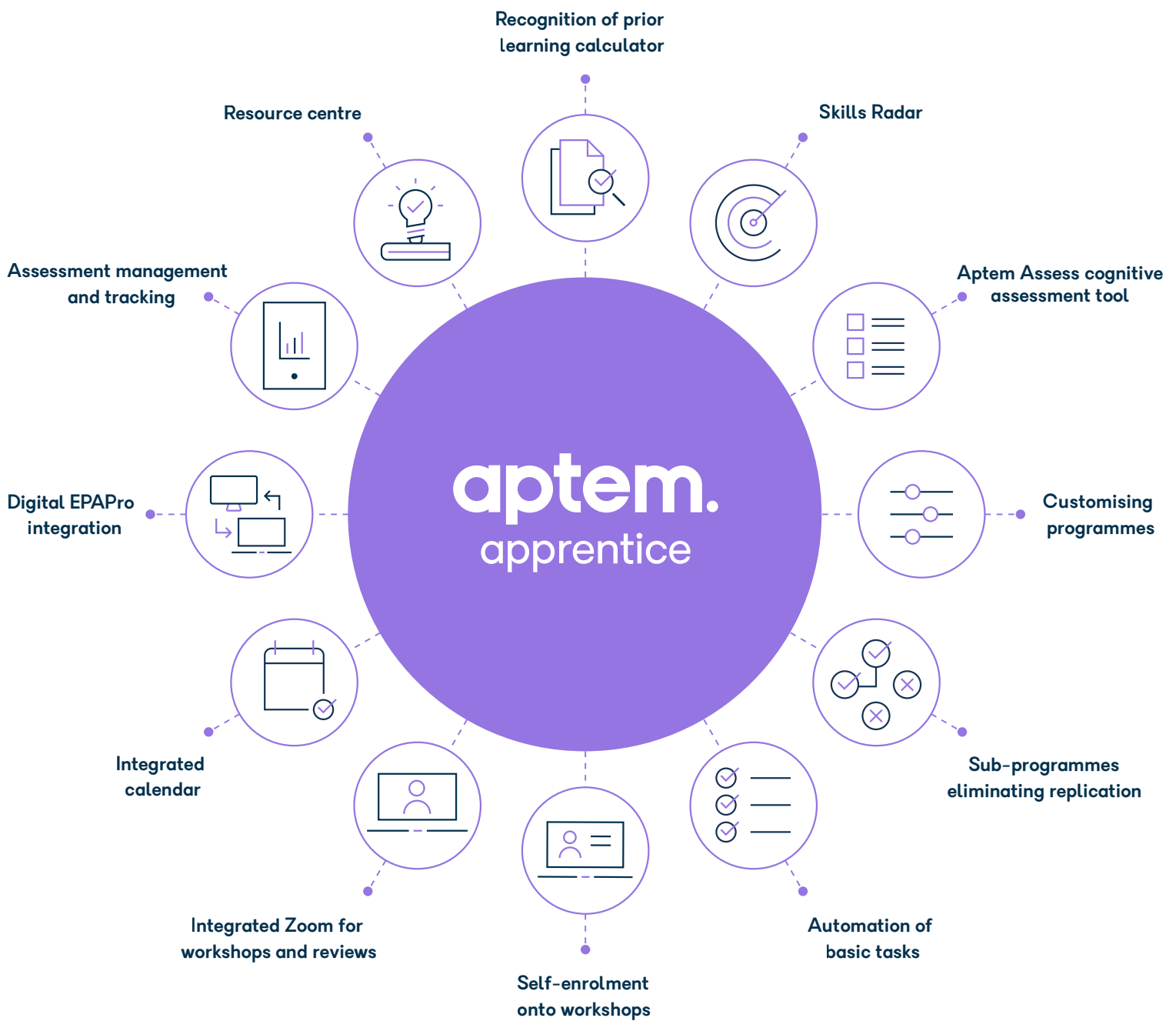
Learners who started on Aptem are already engaging with the system better, making good progress and logging OTJ hours in a timelier way than previously seen.



Aptem’s vision and the flexibility within the products were key drivers that led to Pareto purchasing Aptem. This was backed up by my past experience working with the Aptem team, who I’ve always found to be professional, flexible, and proactively supportive.

Ben Drain, Senior Vice President
for Apprenticeships, Pareto

What unique features you can expect





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Apprenticeships, Pareto



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