

MTN improves operational efficiency and cross-functional collaboration



Eric Jacobson
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MTN Group

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When tasked with sourcing training for a selection of employees, an in-house delivery is often the best solution. This proved to be the case for Eric Jacobson, Learning Solutions Manager for MTN Group, who arranged for 32 employees to complete the Telecoms Academy Mini MBA course at their Johannesburg headquarters.

For Eric, he was always clear on what he needed to see from potential trainers; "We've always had the desire to build understanding and insights of suitable technologies, business acumen and strategies across our cross-functional teams that operators should adopt. The products and offerings provided by the Telecoms Academy were aligned with MTN's requirements."

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Judging by Eric's, and his team's feedback, the Telecoms Academy Mini MBA met their requirements and expectations, "The key benefit from the training was not only to better understand our business, but it has enabled us to also work smarter. To this end, we've seen improved operational efficiency and effectiveness. The Telecoms Academy Mini MBA has taken our workforce to another level. As an end-user, the experience has been brilliant and the feedback has been overwhelmingly positive."

As with many large companies, with teams working across a multitude of geographies and disciplines, creating a cohesive team dynamic becomes a strategic priority. Fostering a nature of collaboration and communication was part of the reason Eric approached Telecoms Academy for a bespoke in-house training solution; "We chose in-house training for two reasons: it was very cost effective and when it's in-house, we can cover MTN IP which obviously, we can't on an open course." When looking at the way in which MTN's team's co-ordinate their efforts, Eric saw a noticeable increase in collaboration. "There's a lot better inter working across cross-functional teams because of the understanding of what other areas of the business do and why they do it. It breaks down funnels and offers support where it's needed."

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“We felt you were the best in class.

There are other products out there but the cost effectiveness wasn't there”

Another reason Eric opted for in-house training was the way in which the course can be tailored to fit the needs of MTN; “How you integrate the knowledge gained with further, practical applications across teams is a key aspect. You import a lot of knowledge and the delegates are divided into teams, having to build a case study. Usually there are different categories of team members in terms of their work function, so the integration of that, with the knowledge learnt, is a brilliant model.”

With a plethora of training providers available it was the ease in which the training could be delivered on site that drew Eric to decide upon using Telecoms Academy; “Telecoms Academy was the best in class. We further completed a competitor decision analysis, where we looked across a lot of areas, and there were a few more reasons why we chose you.. The process is very seamless and very quick. It's not a problem at all to do something in-house.”

At the end of the day, the success of training can be judged by the achievement of the targets set out by the client, something that Eric was glad to have accomplished; “The professionalism when working with Telecoms Academy allowed me to achieve my goals; having a more confident team. The material is always very relevant, well researched and good quality. We thank you for the support throughout the course.”

Telecoms Academy, part of KNect365 Learning, delivers high quality, interactive training courses for the telecommunication sector. Our training programmes are delivered worldwide, and used extensively as part of the training and development plan of many large operators, vendors and service providers.

We've designed our training portfolio to address the ongoing needs of those working in a variety of roles in the telecoms industry from new starters in a non-technical to senior managers requiring management training to network planners needing in-depth engineering training.

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