



“ The relationship we have with Skillsoft is absolutely brilliant. I've got so much support; I couldn't ask for any more. They understand our need and we understand what they do. ”

Laure Newton, Training Manager, Bluebird Care

BUSINESS CHALLENGE

Operating on a franchised basis, Bluebird Care is one of the UK's leading national providers of care in the home. With almost 200 franchised offices in the UK and Republic of Ireland, Bluebird Care provides visits over 20,000 homes every day offering a unique service of tailored care that varies from short drop-ins to full live-in support.

To ensure the Bluebird Care ethos of quality and excellence is fully encompassed across its many facilities, it is essential that the importance of best practice is instilled in each franchise from the outset. Bluebird Care need to know that all staff are trained to the same level regardless of service offered. To facilitate this Bluebird Care strongly advocate succession planning and its learning programme is central to this.

ABOUT BLUEBIRD CARE

Bluebird Care started as a small family business in 2004 and today they are proud to be one of the largest providers of homecare services in the UK. In less than eight years they have grown from one business to 200 delivering 20,000 customer visits every day. The story of their success is a testimony to the high quality homecare and support services that they provide to each of their customers. Bluebird Care attribute this to the excellent support they give to each new franchise business.

HOW SKILLSOFT HELPED

Working with Skillsoft, Bluebird Care designed an eLearning programme to address the specific job roles across the organisation.

Understanding that learning styles differ, Bluebird then incorporated a blend of classroom-based learning and 'on the job' mentoring and coaching thereby ensuring that all employees are afforded the same development opportunities. Skillsoft eLearning gives Bluebird Care employees the flexibility to learn and work at home, which is much more sympathetic to their shift patterns, family commitments and commuting arrangements. Additionally, the scalable Skillsoft platform means they can utilise a greater diversity of subjects.

KEY METRICS

4,000 engaged learners in 61 offices participating in the scheme

A 72% overall course completion rate, resulting in increased compliance

The fixed costs of the Skillsoft platform have allowed Bluebird Care to budget for training

With training now less disruptive to the working day, the accessibility of the learning programme has resulted in new starters being trained up to standard quicker

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