



Bell Canada

Workplace Literacy Mini Case Study

Overview

Bell Canada Enterprises (BCE) is Canada's largest communications company. Its main subsidiary, Bell Canada, provides local telephone, long distance, wireless communications, Internet access, satellite television and other services through some 27 million customer connections. Rapid changes in the telecommunications industry have led Bell Canada to invest in upgrading the workplace skills of its employees and providing them with easy access to the most current information. To accomplish these goals, Bell Canada created the Market Knowledge Centre (MKC) intranet portal—a “one-stop” solution to help employees attain a high level of competency in their jobs. A self-directed learning tool, the MKC portal enables knowledge-sharing at Bell Canada and within the BCE family. The portal can be customized to allow individual employees to access subjects that interest them.

Objectives

The MKC portal was developed to:

- ⇒ enable Bell Canada to meet the challenges of the competitive environment;
- ⇒ complement its hiring and training programs in building a skilled workforce through continuous learning opportunities;
- ⇒ develop a high level of technological literacy among Bell Canada employees; and
- ⇒ provide resources that enable employees to develop their knowledge and competencies.

Activities

Designed by an in-house team of information specialists, the MKC portal brings pertinent information to each employee's desktop, including internal market research and content supplied by partner education institutions, associations and publishers. Employees can

personalize their profile to access the documentation, research reports or briefings that are most relevant to their jobs. To maximize the use of the portal, Bell regularly schedules ‘lunch and learn’ sessions for employees. The virtual library, one of the portal's key features, enables employees to read the latest available information that is relevant to their jobs. Employees can also use the portal to access audio conferences held by industry experts, as well as announcements for seminars.

Achievements

Ongoing achievements of the MKC portal initiative include:

- ⇒ a customized e-learning tool that is always accessible;
- ⇒ increased opportunity for mobility within the company; and
- ⇒ enhanced workplace skills as employees learn the latest technological information they require for their jobs.

Benefits

Through the MKC portal, Bell Canada ensures:

- ⇒ more informed decision-making;
- ⇒ widespread distribution of research and corporate materials;
- ⇒ higher employee satisfaction due to company investment in ongoing learning;
- ⇒ decreased duplicate spending on publications and research; and
- ⇒ improved collaboration between departments and work teams.

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