



Global Course Finder

A unique portal for your training requirements.



Fact Sheet: *Leverage for Training Providers*

Overview

GlobalCourseFinder is a comprehensive service platform which drives a training provider's market presence and profit margin in 2 ways:

1. **Drive revenue growth**

- Advanced and easy to use Course Catalogue quickly directs your customers to the most appropriate training courses.
- Intelligent training needs analysis functionality lets you always stay on top of what courses your customers are interested in.
- Reduce empty seats and course cancellation rates by using our advanced marketing tools. These let you market your training programs directly to each individual customer personally and efficiently.
- Waitlisting ability lets you manage ongoing interest in your courses!

2. **Reduce costs by improving operational efficiencies.**

- Lower your cost overhead by using GlobalCourseFinder to manage your training programs from beginning to end! From enrolment all the way through to collecting and archiving feedback, GlobalCourseFinder lets you do all this with ease!
- Don't worry about implementation costs - GlobalCourseFinder is an all inclusive, fully managed and hosted service!

The Course Catalogue

Make GlobalCourseFinder the online face for your firm!

- Bring the customer directly to your product offering!
- We'll customise your GlobalCourseFinder 'look and feel' to fit in with your firm's branding
- Seamless interaction between GlobalCourseFinder and the rest of your firm's website

Your firm's branding here

The screenshot shows the Global Course Finder website interface. At the top, there is a blue header with the logo and navigation links. Below the header, there is a 'Welcome' message and a list of categories. On the right side, there are search and login options. Annotations with boxes point to specific features: 'Your firm's branding here' points to the top navigation area; 'Quick Search' points to the search bar; 'Advanced Search' points to the 'Advanced Search' button; 'Upcoming Courses' points to the 'Upcoming Courses' section; and 'Category based search' points to the list of categories.

Category based search

Quick Search

Advanced Search

Upcoming Courses

Marketing with GCF

Enhance your marketing function with GCF! Here are just some of the ways how:

Track Usage	Communicate Directly	Manage Demand
<p>As your customers browse through the course catalogue, GCF reports on crucial statistics such as:</p> <ul style="list-style-type: none"> - Common searches - Course viewings, shortlistings - Visitor demographic <p>GCF also randomly surveys customers on their impressions of your course material, and provides you with their responses.</p>	<p><u>Monthly newsletters</u></p> <p>GCF sends customers a monthly newsletter that promotes any upcoming courses that relate to their personal profile.</p> <p><u>Targeted broadcasts</u></p> <p>GCF also lets you target specific customer groups with template based email broadcasts.</p>	<p>GCF allows customers to waitlist for courses that are not yet available, or have course dates which do not suit their individual needs.</p> <p>This gives you a clear picture of current demand, allowing you to plan your training calendar forward.</p> <p>As more course dates are set, GCF automatically notifies the customer and invites them to enroll.</p>

The course lifecycle

GCF manages the administrative aspects of your training programs in the following way:

