

For Immediate Release:

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OTEC LAUNCHES NEW eLEARNING COURSE

Service Excellence Dynamics eLearning to become a flagship for Customer Service Training

Ontario Tourism Education Corporation (OTEC) operates in the consistently evolving customer service training sector. As a market leader OTEC continues to analyze new trends and industry requirements in order to serve the needs of clients, partners and stakeholders.

Although eLearning emerged over 15 years ago it has recently developed into a 56.2 billion industry and is projected to double by 2015. With individuals seeking access from remote or geographically dispersed locations and organizations looking to provide high quality services through economical means, it's no wonder professional organizations and educational institutions alike are increasingly looking to incorporate eLearning into their training strategies.

It is estimated that eLearning eliminates between 50-70% of delivery costs and tends to be 25-60% shorter in duration than instructor-led learning. Moreover it is proven to increase knowledge retention by up to 60% by being self-paced, customizable and flexible. OTEC's Manager of Training and Development, Geni Humphrey, agrees, but states:

"There are many benefits to eLearning, however from a learning standpoint it's important to remember that not all eLearning courses are created equal. When choosing a provider it's important to ensure they deliver their course through a variety of methods that reach ALL types of learners."

OTEC is pleased to announce the launch of **Service Excellence Dynamics** eLearning. This interactive 60 minute course has been designed to help individuals acquire the knowledge, skills and tools to increase customer loyalty and create memorable experiences. Throughout the course participants engage in a variety of activities, tailored to a range of learning styles, and learn the 5 stages of Service Excellence at their own pace.

In today's market, with firms continuously vying for a competitive advantage it is important to differentiate and set oneself apart. Victoria Behune, President and CEO of OTEC commented:

"OTEC is delighted to be able to offer another cost-effective, innovative, turnkey solution, in addition to our popular facilitated training options, to those organizations looking to provide exceptional, consistent service training."

21 Four Seasons Place

Suite 300

Toronto, Ontario

M9B 6J8

Tel: 416-622-1975

Toll-Free: 1-800-557-6832

Fax: 416-622-7476

For more information about OTEC's **Service Excellence Dynamics** eLearning course please visit <http://www.otec.org/site/train/elearning.asp> or contact Wendy Paradis, Vice President, Client Services (e) wparadis@otec.org (p) 416.622.1975 ext. 212 (t.f.) 1.800.557.6832

About OTEC

Ontario Tourism Education Corporation (OTEC) is an Ontario-based independent, not-for-profit training, consulting & workforce development organization that delivers high quality, creative solutions for the development and growth of a professional, skilled workforce. It is the leading source support for companies to attract, retain, and develop high performing employees and become Employer of Choice organizations. OTEC is the premier source for customer service training, interpersonal skills training, human resources management training, program development, certification and education products and services for a wide range of industry sectors.

For more information on OTEC's products and services please go to www.otec.org or contact Paula Lanza, Marketing and Communications Coordinator (e) planza@otec.org (p) 416.622.1975 ext. 222 (t.f.) 1.800.557.6832