

Help your customers to get a better Return on their Training Investment – and distance yourselves from your competitors



ReEnfourse® will help you deliver a greater Return on Training Investment (RoTI) for your customers, increasing your touchpoints with them and improving attendees' productivity, whilst adding a Unique Selling Proposition (USP) for your business and improving your customer retention – all without being a drain on your time.

According to research by Neil Rackham (creator of SPIN selling), **87% of what is learned on a training course is lost by attendees within 30 days** of the course. So, that's 87% of the investment wasted, and no chance of a return on your customers' investment. But now there is a way to help your customers reduce this knowledge drain and financial loss.

Everything Koru does is aimed at helping our customers and partners improve their performance. From our consulting services to our own sales training and ReEnfourse®, our ethos is always to answer the question "How does this improve our customers' performance?"

With ReEnfourse®, it's all about helping our - and our partners' - customers to retain and embed more of what is learned on our courses in their working practices. With this in mind, we worked with a well-respected academic establishment in order to research best practice methods of passing information to students in order to maximise their ability to retain and use the information. The Castle Business School of **De Montfort University (DMU)** worked with us on a project, which resulted in the creation of ReEnfourse®.

The primary benefits to our partners are:

- ① **Helping customers to achieve a better Return on Training Investment**
- ① **Improved Customer employee performance levels**
- ① **Better integration of your best methods into the customer environment**
- ① **A real differentiator & added value offering for you**
- ① **Increased customer engagement & retention**
- ① **Improved referral rate for new customers**

According to David Gordon, Programme leader – MBA Global & Assistant Professor at DMU, "The work that Koru is doing, aided by our Executive Company Programme **promises to be a real watershed in the way that training is delivered**. I am convinced that the results will show a significant improvement in both the retention levels of information and the way in which this will improve the performance of the employees involved. It has wide ranging implications for commercial training organisations and DMU is very excited to be involved with Koru in making this step-change become a reality."

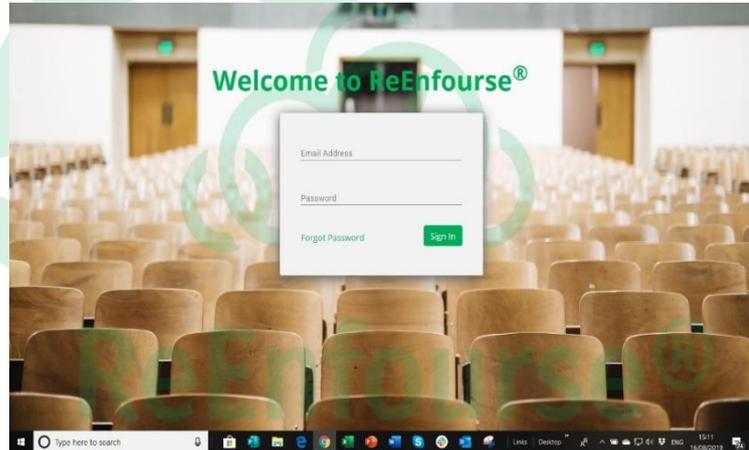


What is it?

ReEnforce® is a process system to help your course attendees retain more of their acquired knowledge through training. It also provides a series of elements to help your attendees be more receptive to the content of your course. It starts before the training course takes place, with an interactive engagement to stimulate the attendees' thoughts.

The ReEnforce® App (launched in August 2019), takes the hassle and time challenges away from you and automates the process for you. You can choose the timing, frequency and content that is 'pushed' out to your attendees. They simply follow the instructions that they receive on their mobile devices or pc's. The system also ensures there is the correct level of engagement with the management of the department concerned.

During the course, there are specific actions the attendees will be expected to undertake to help them – along with the management, whilst their staff are being trained.



We encourage access to an eLearning platform in order to help the reinforcement process, together with a programme of specific follow-up activities. More details – together with a breakdown of the steps - are provided to you as soon as you sign our Non-Disclosure Agreement (in order to protect our intellectual property rights).

What's so unique about it?

When we established our Training Services, we made a commitment to make improving the information retention levels the core of our purpose. Everything we do is centred around increasing customers' Return On Training Investment (ROTI). In partnership with De Montfort University we have researched and applied learning best practice from a combination of academic and business experts to deliver measurable performance improvements. Quite simply, **it helps your training 'stick' with the attendees and ensures your customers benefit more from your course, compared to those of your competitors.**

What type of Training can it be used for?

ReEnforce® can add significant value to any form of online or classroom-based training – from Health & Safety, Quality and Financial Management, to Leadership and People Management, our system will provide you with a distinct advantage over your competition, who will typically provide the training and disappear off into the sunset.

How much does it cost?

ReEnforce® is provided as an annual service, which is based on the number of attendees you train. The cost covers full training and support.

How do you enrol?

Simply drop us an email to phil.partington@koruservices.com with your phone number or call us on 01664 840763 to request a call back and we'll set you up.