

## Case Study: JCPenney On Demand

In 1996, JCPenney chose One Touch's interactive distance learning platform called Live Classroom to augment their existing business television network. Today, One Touch IDL continues to be a key factor in the success of the retailing giant's corporate training and communication program.

# JCPenney®

In 2001, five years after the initial launch of the One Touch distance learning network, JCPenney began discussions with One Touch regarding a product One Touch was preparing to introduce—One Touch On Demand. On Demand is a suite of products that make it possible for organizations to create, deploy, measure, capture and reuse the training assets they've invested in. Whether an organization decides to capture the live interactive classroom, or quickly create content for your organization's learning repository, On Demand vastly increases the flexibility and cost-effectiveness of any training and learning program, while retaining the invaluable impact, measurability and accountability of the One Touch live solution.

JCPenney believed that this was the next step in growing their network and training their associates anytime of day and from any location.

Deborah Masten, JCPenney's Vice President and Director of HR Communications & Development has put the On Demand solution to work in support of new manager training. Previously, when a new manager was hired or promoted, he or she would enroll in a series of five teleclasses. Content for these classes was updated annually, and the initial training was spread out over a five week period, about 1.5 - 2 hours per

week for five weeks. Masten recognized that bringing those managers up to speed more quickly was critical to getting them on the job faster and maximizing their effectiveness.

On Demand is making that training available from the moment that person is hired or promoted. "We hire new managers year round. Today, when they receive a letter confirming their new job, included with the letter is information about their on-line community of practice where all the performance support tools they need for their job are located. Managers would have formerly received training only via "live" interactive satellite teleclasses. The sessions are now captured with On Demand and made available for viewing anytime on CD-ROM. This makes these classes immediately available for use at their convenience rather than having to attend a scheduled event."

JCPenney is also leveraging On Demand to create a hybrid training system that increases the flexibility of their learning capabilities without increasing demands on bandwidth. This system is combining the features of On Demand with JCPenney's existing and future training assets. JCPenney will press certain classes and content to CDs and distribute those periodically to managers and other employees around the nation.

*"In the last 5 or 6 years, One Touch has made it possible for us to offer about 400 different courses and to train more than 140,000 associates in each of those years."*

Deborah Masten  
Vice President and Director  
of HR Communications &  
Development,  
JCPenney



“This hybrid lets us continue to benefit from the same reporting capability we have now — the same functionality that we have with the One Touch system. Employees will still sign into a class using their employee ID, and the system will still test and record results to the training management record. We’re able to embed the same important questions and information into the CD Rom and capture the responses back in a report.”

JCPenney continues to innovate its learning and training programs, and continues to use One Touch products and technologies to drive increased training effectiveness and accountability across the company.



40 Airport Parkway  
San Jose, CA 95110  
408-436-4600

[www.onetouch.com](http://www.onetouch.com)