

## The Client

Petans has been the benchmark for offshore safety and survival training since 1975, delivering internationally recognised courses to OPITO standards. These include Offshore Survival, Firefighting and Helicopter Operations. Increasingly, Petans is accrediting courses and training for the wider energy-based market.

## The Challenge

Many clients come from the larger oil companies as you would expect, but there is a sizeable chunk of the business that comes from smaller operators, individual contractors and privateers. Often these people do not work regular shifts. Training has to be renewed by set dates and sometimes at short notice. These people all have internet access, but aren't always able to book training during normal working hours.

Prior to implementing Learnsmarter, Petans depended on clients visiting the website and then calling up to book courses. Staff often had to return calls to clients trying to book after hours. It was labour intensive and inefficient, and revenue was lost simply because clients could not book what they wanted when they wanted to.

The need for a reliable and intuitive eCommerce solution was obvious. They were a perfect candidate for Learnsmarter Sites.

## Going live with Sites

Learnsmarter Core was implemented in January 2013 and the eCommerce website running Learnsmarter Sites went live within a few weeks.

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"We got our first payment within 24 hours"

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"Bookings were virtually instantaneous," said James Wortley, Business Development and Marketing Manager. "We got our first payment within 24 hours of going live and we've been receiving bookings regularly ever since."

## Case Study : Petans

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Petans delivers offshore safety and survival training to the oil and gas industry and to the wider energy based market. Petans chose Learnsmarter to provide them with a simple, connected way to sell training course places online. Customers are now able to buy places at times to suit themselves. Things are going well and revenue numbers are up.

"We have clients wanting to book outside office hours and it has improved our efficiency by being able to take bookings online."

James Wortley,  
Business Development and  
Marketing Manager,  
Petans

Industry : Training  
Region : United Kingdom  
Products : Learnsmarter Core/  
Learnsmarter Sites



## Revenue is up

"It's impossible to pin it down to just one thing, but revenue numbers are clearly up. We are definitely getting bookings that we would not have got before; we can see from the times the bookings come in that clients working offshore are making bookings at night."

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"Learnsmarter Sites saves us time and money"

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The advantages for Petans are clear. "Learnsmarter Sites saves us time and money," said Wortley. "And, at the time of launch we were the only training provider in our field that had a full online booking system; Learnsmarter Sites made us an industry leader in our sector."

"We've even integrated Learnsmarter course bookings with our Facebook page. It was simple to do, so we did it. We're planning a marketing push to drive bookings through this new channel."

## A future with Learnsmarter

Petans are now eCommerce enthusiasts and their business is constantly evolving. "Luckily, in this changing world, Learnsmarter is changing with it," said Wortley.

Input from clients like Petans is essential to Learnsmarter development and Wortley has provided useful feedback to the developers. Sean Dukes, CEO of Learnsmarter values their input highly. "We listen to our clients because they are on the frontline, using our product. We have a development road map and we are constantly pushing forward. But it works at its best when it is a two-way street and we appreciate it when clients let us know what they would like to see in the development plans."

This year, Petans plan to extend their use of Learnsmarter enabling all trainers and supervisors to run their administration through Learnsmarter Core. Implementation will begin with the scheduling of next year's courses in October. "The transition is less about learning to use Learnsmarter Core, which is relatively simple, but about adjusting habits going from a spreadsheet to an app," said Wortley. "But I'm a fan of having one system for all and the plan is for all our training administration to be cohesive this way through Learnsmarter."

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