InterAction Training Courses and Workshops

The InterAction Consultancy team offers a comprehensive range of training services. We work to blend our training options to meet your learning and development requirements in the most cost-effective and flexible way.

The training class sizes are all designed to run with a maximum number of 7 delegates at any time and the users to whom the courses are applicable to are there purely as a guide.

InterAction for Marketing Training

Overview: This course provides the marketing team with a best practice approach to common marketing activities using InterAction. The course aims to empower marketing users with the most efficient way to use InterAction for tasks such as Contact Type and Marketing List management, searching and reporting and Event/BD best practices.

Applicable to: CRM and Marketing teams

Data Steward Training

Overview: The aim of the InterAction Data Steward Training is to provide attendees with best practice approach to maintaining data quality within their InterAction environment. Users will be advised not only how to prevent bad data from being entered but also how to improve the quality of data already in InterAction. One day introduces the Data Change Management, reactive element of data stewardship. The other day introduces the proactive element of data stewardship, using the advanced data quality features to improve the quality of your data as well as the main concepts around importing, exporting and archiving.

Applicable to: Data Stewards

Configuration and Administration Training

Overview: This course provides users with the knowledge to configure and support the InterAction solution. The training can be tailored to best fit your environment, and be delivered based on your needs and requirements; this will provide your CRM Manager with the knowledge to administer and advise best practice use of InterAction.

Applicable to: CRM Team

InterAction Report Training

Overview: This one-day course provides users with a hands-on opportunity to learn the details of the out-of-the-box reporting functionality provided by InterAction. During the course, you will learn tips and tricks for using the reports while learning how to create reports yourselves.

Applicable to: CRM Team

Technical Admin Knowledge Share

Overview: This knowledge share is designed to provide IT staff with the information and knowledge to actively support the InterAction solution during or post implementation. The session will guide you through all the different server components of InterAction as well as software deployment and key administration components.

Applicable to: IT

Application Collaboration Knowledge Share

Overview: This session demonstrates how to use Application Collaboration to pull external data into InterAction. It shows how to use CSV files to harvest data and explores the use of SQL Server Studio.

Applicable to: IT

End User Education Planning Workshop

Overview: This workshop is designed to cover the material necessary for your training team to conduct further training sessions to educate professional, administrative and secretarial staff. Key aspects of the course are the review of client training plans, documentation, messaging and delivery mechanisms. In addition, the workshop will cover the benefits and features associated to different types of users within the organisation to further strengthen the training.

Applicable to: Trainers and CRM Team

All courses are classroom based where training is delivered to a fixed syllabus, over a set duration, with a clear objective, prerequisites and delegate profile. These courses are normally scheduled to be run at client offices, but some can be conducted from LexisNexis offices if preferred.

LexisNexis offer clients the option to create a completely bespoke training course. This can be based on either the standard training course outlines with some changed elements or built completely from scratch. Wherever bespoke training is required it is essential that the consultant engages with the client to agree the course content and delivery format prior to commencement.

For further information on these courses, please contact either your Account Manager, Client Advisor, one of our Consultants or contact us on the details below.

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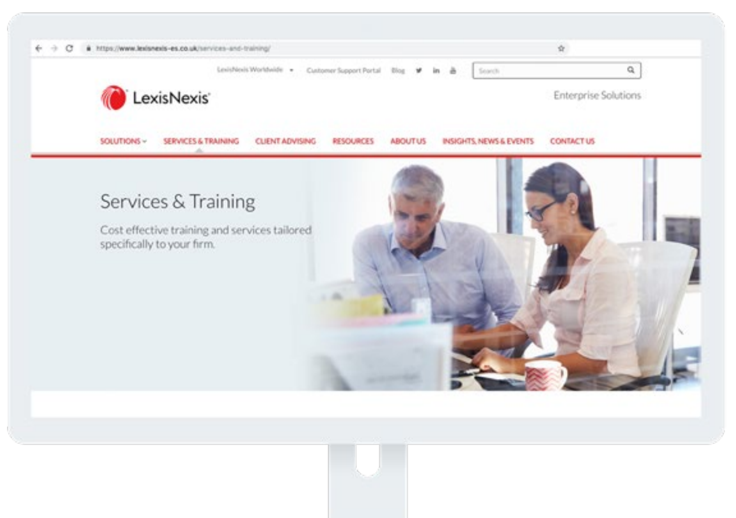

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