Why the direct mail industry now benefits from remote training capabilities

Challenge

JICMAIL provides essential insight and data for the direct mail industry to help plan, pitch and evaluate the impact and effects of using the channel. Faced with a new set of challenges due to the pandemic, JICMAIL knew that it had to evolve in order to assist the industry when it needed it most.

To begin with, JICMAIL adopted a change to its funding model through the onset of the JICMAIL Levy, a fractional voluntary levy that can be applied to mail distribution costs. The purpose was to create a sustainable and equitable funding solution for industry insights, while expanding the availability of this essential data across the industry to support growth and recovery.

With this change in place, it meant that access to vital data and insights carried no cost to organisations, especially SMEs who may struggle to find budget for it. All that is required is for users to sign a data agreement and to decide on a training plan provided by JICMAIL – also at no cost. JICMAIL anticipated an increase in demand for the data, training and support that companies would require to get the most from the service, so made some fundamental changes to their training delivery approach.

In the past, individual accreditation training had been delivered in person, which would now limit their ability to scale up the essential training's delivery, due to additional challenges with resources and logistics. JICMAIL knew that a remotely accessible and easy-to-use training capability would be needed to fully support the transformation.

Approach

JICMAIL partnered with the DMA's Institute of Data & Marketing (IDM) to develop a bespoke online learning platform, which provided JICMAIL users with 24/7 self-serve access to the Bronze (basic) and the Silver (intermediate) accreditation training tiers. Bronze and Silver training modules can be accessed remotely by all individual users, who are part of an organisation's free subscription.

As well as providing direct access to the training modules for individuals, users also have access to the full suite of the latest JICMAIL insights and resources. This includes a library of all JICMAIL webinars, data releases and other training support material. As well as downloadable charts that can be simply incorporated into external client presentations.

Despite ambitious development timescales, the IDM team created and delivered the custom JICMAIL e-learning platform within a matter of weeks. It was launched to the industry as the [JICMAIL Academy e-learning portal](#) to support the launch of the JICMAIL Levy.

Results

This new online capability has allowed the business to expedite the roll out of JICMAIL's full service offering, helping to triple the total number of individuals certified in less than six months. It has become the dominant platform for their user training, enabling JICMAIL to focus its own face-to-face training expertise on the most demanding / custom applications – thus creating operational efficiencies for meeting their essential training requirements.

For end users, the JICMAIL Academy has empowered them to access learning flexibly at a time that suits them. In addition, it provides them with convenient access to more in-depth knowledge resources. The user feedback has been excellent and the high-quality user experience has reinforced JICMAIL's reputation for strong customer service and support. In JICMAIL's latest subscriber survey, user satisfaction for training was rated very highly with 98% of respondents agreeing that JICMAIL provides good training and support (up from 86% in 2020).

Mark Cross, Engagement Director at JICMAIL comments: "We were delighted by both the professionalism and performance of the IDM team. They worked collaboratively with us to deliver a high quality and scalable training and learning management platform that has delivered outstanding results for us in a very short time."

Ian Gibbs, Director and Data Leadership and Learning at JICMAIL said: "The JICMAIL Academy has transformed the way in which JICMAIL is delivering on its goal of upskilling the industry to become more conversant in the language of mail media planning metrics. The onboarding process for newly accredited organisations has been reduced to hours, rather than days, which is an efficient time saver for JICMAIL and a highly effective learning and development opportunity for our users."

About JICMAIL

JICMAIL provides essential insight and data for the direct mail industry to help plan, pitch and evaluate the impact and effects of using the channel. JICMAIL is a Joint Industry Currency, which means it is owned by the data and marketing industry, to provide objective, accepted 'gold standard' planning data across all the buy-side and sell-side interests. It is independently run to the highest standards of governance.