

Nelson Croom wins E-Learning Development Company of the Year Award 2010

At this year's e-learning awards gala Nelson Croom went one better than last year winning two gold awards including the prestigious 'E-Learning Development Company of the Year'. A leading developer of online learning, the company creates engaging solutions for CPD, professional qualifications, compliance and general professional development.

The company also won 'Excellence in the production of learning content' with client One Plus One.

'E-Learning development company of the year' was, once again, an extremely competitive category. Of Nelson Croom, the judges commented:

"One of the reasons the judges awarded Nelson Croom silver in this category last year was its superb customer service performance data. The company has not rested on its laurels, but built on its success, providing fantastic service and cost-efficient courses on time. Nelson Croom's testimonials are outstanding. The company demonstrated that last year's results were no fluke by running its customer survey again and achieving even better results this time around ... the really big statistic is just the same as last year: 100% of customers would recommend the company."

The E-Learning Development Company of the Year award recognises companies that have achieved exceptional results within the organisations that they work with as a result of the elearning content developed. While many elearning companies focus on training the staff within a client organisation, Nelson Croom has developed a strength in enabling its clients to provide a service to the member, customer or client community that they serve.

"The competition was fierce and the standards very high, so we are absolutely delighted to have won this award. We put learners at the heart of all of our work, and have developed our technology, our processes and our content to ensure that we meet the needs of adult learners in a personalised and flexible way. The team work hard to ensure that our clients and partners, and their learners, receive the very best service and solutions. It's wonderful to have this recognised in these industry awards" comments Alan Nelson, Managing Director of Nelson Croom.

'Excellence in the production of learning content – not for profit sector' was an award Nelson Croom was proud to win for work with One Plus One. The judges noted.

"... this was an excellent project: ambitious, well researched and highly valued by its users. The approach was based on sound instructional thinking and innovative ideas around peer participation ... Nelson Croom's successful combination of knowledge transfer activities, thought-provoking scenarios and reflective pieces has led to a wide take-up and evidence of real improvement in practitioners' skills and confidence."

The 'Excellence in the production of learning content – not for profit sector' award recognises the work done by charitable organisations to help promote growth and learning in their sector through online content. One Plus One is an organisation which aim's is to enhance the understanding of how family relationships contribute to the well being of adults and children.

"It's fantastic for both us and for One Plus One to win this award. We knew we had a chance because it's an exceptional project which has demonstrated some amazing results, but it was still wonderful to hear our names read out." Jacqui Nelson, Business Development Consultant, Nelson Croom.

The E-Learning Awards are now in their sixth year. The awards aim to celebrate excellence in the elearning industry, and received a record number of entries in 2010. The E-Learning Awards were announced in a ceremony in London on 11th November 2010.

ENDS

Notes for editors:

About Nelson Croom

Founded in 2000, Nelson Croom has rapidly grown into a leading developer and publisher of online learning. Nelson Croom works in partnership with professional associations, companies and voluntary organisations to provide flexible, relevant and creative CPD, training, distance learning and compliance programmes. For more information visit www.nelsoncroom.co.uk

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