Marine Learning Systems

The Nautical Institute

Integrating with existing systems to seamlessly deliver learning to customers around the world.

The Nautical Institute is a non-governmental organization with consultative status at the International Maritime Organization. As the global body for maritime professionals, the Institute's core aims are to represent the interests of their members and to promote professionalism, best practice and safety throughout the maritime industry.

The Nautical Institute also runs NI Academy, which offers a number of learning opportunities for mariners looking to further their professional development. To expand their learning offerings, The Nautical Institute was looking for a training management system that could integrate with their existing Customer Relationship Management system to deliver custom online courses to mariners around the world, at any time.

Industry   Professional Organisation

Location   United Kingdom

Product   MarineLMS

Results
Online learning platform that integrates with a CRM to manage course bookings and to deliver content to customers around the world.

Challenges and Results:

- Configuration of MarineLMS to integrate with existing Booking and Customer Relationship Management (CRM) system which allowed for:
  - Automated processes that linked course payment on third party software to learner log-ins and course access.
  - Course completion records automatically linking back to CRM

- Configuration of system to customize user interface to match The Nautical Institute's organizational branding
- Delivering gated course content and assessments to both The Nautical Institute members and members of the public
- Accessing on-demand records of course progression and completion

Background

The Nautical Institute was looking to offer their own custom online learning courses to the general public and members around the world. They needed a learning management system (LMS) that could integrate with the online booking functionality from their Customer Relationship Management (CRM) system. The LMS also needed to work with the CRM to manage log-in details, course registration, and member training records.

The Nautical Institute had heard of Marine Learning Systems (MLS) through the annual Maritime Training Practices Report they release in partnership with the World Maritime University and New Wave Media. The Institute was also familiar with MLS's work with BC Ferries, one of the largest ferry operators in the world. MLS's overall maritime experience and the highly configurable nature of their platform, MarineLMS, led the Institute to choose MLS as the technology provider for their custom online training.

Implementation and Work

During the deployment phase, MLS conducted bi-weekly meetings with stakeholders and ad-hoc technical meetings with the Institute's global IT team.

The MLS services team integrated MarineLMS with The Nautical Institute's CRM to automate user account creation and course registrations every time an online course booking was made. MLS also created an email notification workflow where new users would receive a link to begin their course once payment was made.

MLS configured the course to contain video content, learning materials and a self-test to verify knowledge acquisition. Upon course completion, a custom certificate would be awarded and MarineLMS would send completion data to the CRM for centralized record-keeping and member tracking.

MLS also provided additional services such as platform customization to match the Institute's branding, course video formatting, learning content structure consultation and certificate design.

Results

MarineLMS has given The Nautical Institute a distance learning opportunity that did not exist previously. With the new system, The Nautical Institute can:

- Give members and non-members access to custom learning content
- Conduct assessments and retain records of course progression and completion
- Track results directly in their CRM due to the seamless integration between the two systems
- View on-demand reports on user learning and course effectiveness through the LMS
- Update learning materials and assessments at any time to continuously improve materials

Looking to the future

The Nautical Institute plans to continually expand their learning offerings and seek more tailored services that will enhance the opportunity for safety and well-being on-board ships. They are looking to add bespoke training in areas that will add value for mariners across the globe.

> "Cyber security has proven to be a key area of interest for our mariners around the globe addressing a critically important issue. We are pleased to have made this contribution to enhancing maritime safety by opening up this course to mariners in every corner of the world."
>
> **Captain John Lloyd**
> *Chief Executive Officer, The Nautical Institute*