

WEB CONFERENCE: ENSURING QUALITY OF INFORMATION OF SPC BRASIL

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Innovative Experience: Case Study

Corporate Education

Ways to Ensure Quality

Concluded Study Report

SUMMARY

With over 60 years of history, SPC Brasil is a traditional information bureau, which assists companies to grow further and reduce their default rates. The biggest challenge is integrating and taking information to 2000 Entities, Comercial Associations and Chambers of Shop Owners, throughout the country. These Entities are responsible for offering solutions to shop owners and entrepreneurs. Therefore, it was necessary to come up with a training model, which would take quick information at low costs to them, as well as reaching the highest number possible of skilled personnel in regards to products and services. Another relevant point was to have those transfers done alongside specialists of the areas involved, to ensure the quality of the information passed on, as oppose to working with people who have only general knowledge. The web conference tool, Treina TOM, was the chosen tool to work with the long distance learning category, providing trainings, lectures and meetings with SPC Brasil specialists, free of cost. Possible using low broadband, to suit our general public spread throughout various cities of the country.

Keywords: internet; web conference; quality; information.

1 Introduction

The present paperwork provides a case from SPC Brasil, a traditional bureau of information that aims at integrating and offering information to 2000 commercial associations and chambers of shop owners, called Entities, throughout the country. These are responsible for offering and trading solutions to shop owners and entrepreneurs all over Brazil.

Given that, it was necessary to come up with training model that ensured the quality of information and that allowed a quick transfer at low costs, so these Entities do not pay for the meetings and SPC Brasil takes over the costs.

For that, SPC Brasil sought the *Treina TOM*, a virtual environment that as well as web conferences with synchronized chatrooms, it has a screen sharing set, discussion forums tools and media, audio and video sharing. It was the best way to work with the distance learning category, with low broadband to suit the broad public all over Brazil.

2 Objectives

2.1 General Objectives

Ensure the quality of the information about products and services passed on to the Entities.

2.2 Specific Objectives

- ✓ Train Entities' staff regarding product and services offered by SPC Brasil.
- ✓ Present a market overview to Entities effectively.
- ✓ Ensure that information is passed on by multidisciplinary teams of specialists on the matter.

3 Theoretical Background

3.1 Meeting SPC Brasil

SPC Brasil is the information system of Entities: Chambers of Shop Owners- CSO and Commercial Associations, being the largest database of Latin America in credit data regarding individuals and legal entities, assisting in the decision making process for credit grant by companies in the country.

Through SPC Brasil, the user has access to database from over 2000 entities present in every capital and in the main cities of every state. Currently, 150 million CPFs are registered all around the country, including people in debt and defaulters.

3.1.1 Training Areas

The training area is linked to Business Management and has as a Mission Statement contribute to the development of Entities through the disclosure of technical, commercial and managerial information. It's directly responsible for operational trainings regarding SPC Brasil's Entities and employees, aiming at the spreading of products and services information offered.

Up to 2012 SPC Brasil one single employee who would carry out all trainings *in loco*, when requested, preferably in the Brazilian capitals, where closest Entities were gathered. In the same year, an employee in Pedagogy field was hired, who was also a specialist in long distance learning aiming at the restructuring of the Training Area.

Today that area consists of a team formed by one manager, two analysts, and three assistants and there is a physical room for carrying out the live internal and external trainings.

To back up the external trainings the Platform *Treina* TOM is used, a tool which consists of web conference rooms with synchronous chats, screen sharing, discussion forum tools, media, audio and video sharing. Offering daily operational meetings for groups of employees from Entities all over Brazil.

3.2 E- Learning

The distance learning, DL, throughout its history has had different stages or generations, the first experiences occurred in the XIX century to fill gaps in the formal educational system in regards to aspects of professionalization and, more specifically, the craft learning. (GIUSTA, 2003).

According to Moore and Kearsley, 2007, the first DL generation is characterized by the correspondence study. After, using the radio and TV. The third generation is characterized by the integration of printed materials and audiovisual means with the supervision by correspondence and telephone conferences. As to the 4th generation, in the 80s, the use of real time tools began to be used, tools which allowed interaction in real time by utilizing audio and videoconference. Finally the fifth generation utilizing the internet for learning.

Believing in this progress and new ways of looking at the world and learning education moves forward with technology, enabling educational mode which allows transforming space and time; in which the classroom and the study schedule are chosen by the main party regarding the subject: the student (NUNES, 1994).

This transformation has been induced by economic globalization and mainly by the development of communication, information and managerial Technologies. However, for the society to be prepared for these challenges, it's necessary to invest in every in each and every way and levels of distance learning possible, creating a mindset that is not entirely different than the live mode, as it's seen by the majority of people.

With the integration of new communication and information Technologies to the teaching-learning process this educational method, DL, has become more broad in public and audience, breaking barriers such as cultural, language, geographic, time as it's been stimulating ways of teaching and learning and carrying out necessary interactions between the subject, the content and the teacher and vice versa.

According to Nunes (*apud* Vergara, 2000), the distance learning via the use of internet represents a resource of great importance as an appropriate method to reach large groups of students, professionals, more effectively than

other methods and risk free when it comes to the loss of quality of the service provided due to the broadening in the number of people reached.

3.3 Medias in Distance Learning

When talking about media in distance learning, one also talks about many means of communication that privilege and contemplate a broad distribution of messages from one point or one sender to many other points or receivers (FRANCO, 2003). Amongst them, we can outline some more with wider usage or frequency. Now we are going to describe about video conference and web conference and their contributions in the disclosure of information in the distance mode within the 5th generation.

3.3.1 Video conference

“Video conference is an electronic communication between two or more people, that meet up in two or more environments or spots (classroom, auditorium, meeting rooms etc.), in which audio and video signals are handled in real time” (FRANCO 2003, p.141).

The video conference, according to Franco (2003), can be divided into three modes: video conference point to point, multi-point and by computer, using the Internet.

Video conference demands specialized equipment, at times sophisticated, as to receive the connection.

3.3.2 Web conference

Web conference is a virtual meeting, held on the internet, is a “Tool which presents numerous communication possibilities in one environment alone, allowing voice, text (chat) and video interactions.” (DOTTA, 2013).

Without special equipment, and only internet being made necessary, the web conference becomes more accessible to participants. Therefore, it allows the participation from many different locations simultaneously where live

group meeting is not required. When compared to video conferencing, the cost is lower.

The web conferencing allows interaction in real time, gathering sound, image and movement, that way getting closer to live meetings. It allows also, that in the business or education context, many specialized professionals in the content are able to approach the topic, reaching its targeted audience, reducing the cost and assuring quality in the information transference. Given that, instead of holding a training *in loco*, a generalist in the subject can, through web conference, transfer it to many people at the same time in all of Brazil or the world, unifying the information.

But the role of the teacher is not to be forgotten here, with the use of this media. The teacher is not a simple presenter as quoted by Belonni (1999), they need to interact and provide the group interactions as to make the environment more appealing and guarantee the quality of learning.

4 Methodological Steps

In this paper the qualitative research approach was used, having as its main focus the research-action technique and its ramifications, addressed to the extracted comprehension of an experienced situation, predicting the active and effective participation of all involved, for the redefinition of their roles and attitudes.

The dynamics of a research-action benefits an intervention model based on real data that can hardly be contested, as well as benefit a collective reflection from the interaction researcher-researched, fact, which collaborates to a relationship, based on trust between the parties.

The quantitative analysis, the data collection method through samples and report analysis, was utilized and recovered from held events and satisfaction polls applied at the end of each held training.

5 Outcome presentation and discussion

It is now presented the analysis of data collected through report analysis, extracted from the system and the satisfaction evaluations given at the end of each training via web conference.

5.1 Training Data

It can be observed as follows the evolution of the participation of employees from Entities, in the trainings provided, under demand, by SPC Brasil. In the year 2012 the trainings were provided live, under demand, in the Capitals to the 2000 Entities.

In the year 2013 a pilot took place with supplies of trainings via Skype and web conference, increasing significantly the range of the information passed on. Soon, in 2014 the effectiveness and the range of the tool, reaching a larger number of employees trained was even more noticed in comparison to the previous years.

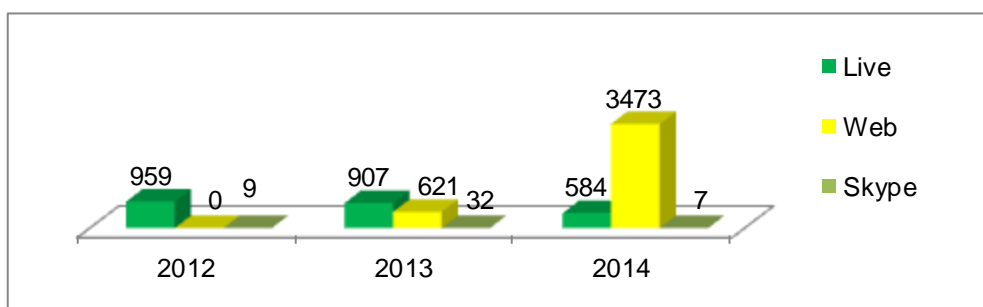


Chart 1. Amount of Training

5.2 Approached Subjects

As to the approached subjects, the following chart, shows that in 2012 only one subject was provided, in 2013, with the inclusion of web conference, it was possible to increase the subjects to 12 and in 2014, 33 subjects.

It is important to highlight that some of those subjects from 2012 were redesigned and divided into modules to improve the quality of the transference of the contents. The subjects vary, as in: advisory sales, operational system,

turnover, positive registration, information safety, store flow, *SPC Dados*, *SPC Monitora*, consumer registration, and others.

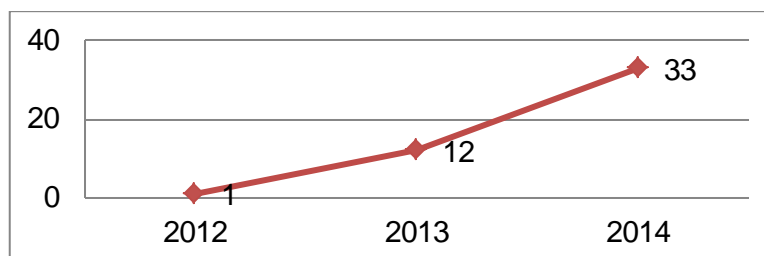


Chart 2. Amount of subjects

5.3 Specialist Teachers

Another important point to be discussed, is regarding the lecturers. In 2012, only one analyst was available whereas in 2014 that number rose to 22 professionals, amongst analysts, coordinators and managers, all specialists that work in the product or service field of work regarding the approached training content. That way, it was possible to ensure the quality of the information and answer the technical and operational questions, on the moment the information is being passed on. Better yet, after the meeting, respond to discussion forums regarding the participants questions, as a relevant aspect to ensure the quality of the information.

5.4 Participants Satisfaction

The rates of participants satisfaction regarding the information transference through web conference, in the item content applicability and answered questions, correspond to 98 % satisfaction.

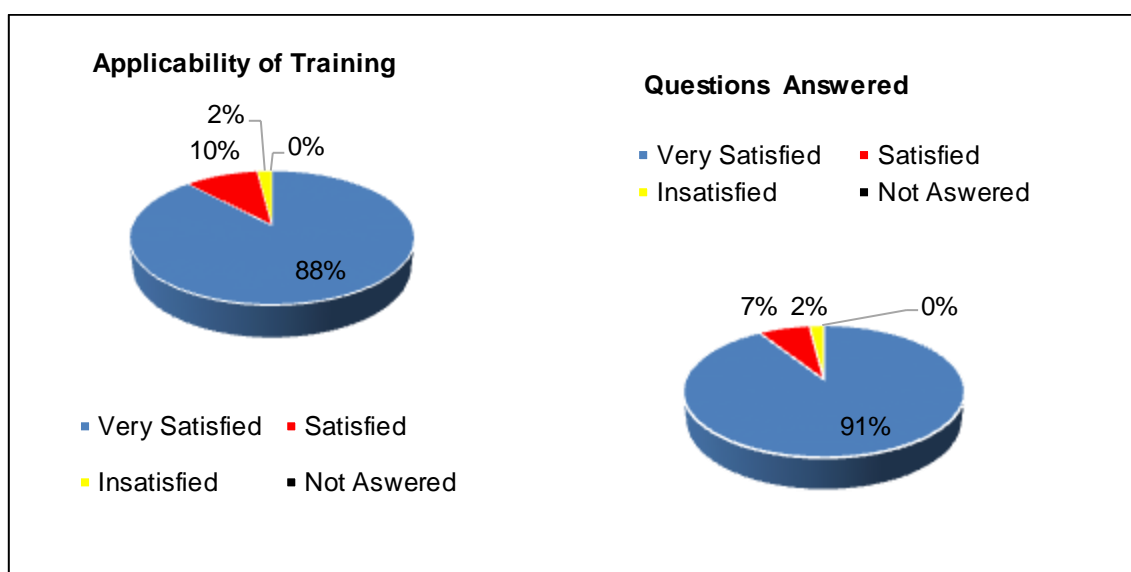


Chart 3. Participants Satisfaction

To finish the satisfaction item, we have a clipping with a comment from a participant in the satisfaction evaluation which illustrates the index above:

“The training is very important for knowledge, elucidation of questions and exchange of information as to the daily work, through which it’s possible to assimilate the successful cases from other Entities, evaluate and apply it in order to improve more and more our processes and get better results.” Paulo Henrique V. de Oliveira – CSO Montes Claros/MG.

6 Conclusion

It’s noticeable that SPC Brasil implemented the distance learning and achieved the goal of passing on information about products and services to the largest number of employees from Entities allowing it to be held by area specialist that work with the approached content, that way ensuring the quality of information.

The web conference allows promptness and effectiveness in regards to the transference of information so that the Entities can be aligned with the Market, as quoted by the participant Luiz Cláudio - CSO from Monte Carmelo/MG, the “training via Web conference in a simple and effective way to broaden our knowledge.”

For that, one utilizes audio, video, media sharing (video/audio in FLV and presentations made on PowerPoint or even PDF files), chat for real time interaction and also screen sharing so that one can present any document such as the SPC system.

All contents are approached by a multidisciplinary team that will assure the authenticity of the information, relying on the participation of over 20 specialists to apply trainings in 2014, including managers, coordinators and analysts.

Still in the year 2014 SPC Brasil offered over 7500 vacancies in the trainings, over 30 different themes and 159 events, providing free information about their products and services to Entities.

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