

Dale Carnegie Training (DCT)

Prequel Develops Enrollment Tracking Systems for Dale Carnegie

With Prequel's assistance, TRAX and DaleBase have provided Dale Carnegie Training with the tools they needed to effectively manage the communications and administrative operations associated with the franchise and corporate locations.



Overview

Company Overview

Dale Carnegie Training® (DCT) is a global provider of locally delivered training in leadership, sales, interpersonal and communications skills essential to improving the performance of individuals and teams, and adding value to organizations. Headquartered in Hauppauge, NY, DCT is represented in all 50 of the United States and over 65 countries. DCT is dedicated to serving the business community worldwide.

Business Challenge

The success of DCT is due to its entrepreneurial spirit and a methodology that supports a distribution of franchises that individually and collectively subscribe to the overall business plan. That same distributed network of franchises provided a significant challenge for DCT with respect to communicating effectively and providing administrative support in the tracking and management of enrollment activities. DCT engaged Prequel to develop a solution that would promote communication and ease and automate the management of franchise activities.

Solution

Prequel developed two mission critical client-server application to address the communication and distributed management needs of DCT. These two applications included TRAX (operational at franchise locations throughout the world) and DaleBase (operational at the corporate office).

Profile

Dale Carnegie Training is a global organization that provides training in leadership sales, interpersonal and communications skills. DCT has offices in all 50 of the United States and in over 65 countries.

Business Need

Headquartered in Hauppauge, NY, DCT is challenged with managing and organizing the operations of franchise offices all over the world.

Benefits

With TRAX and DaleBase, DCT is able to effectively manage the operations and utilize key information collected for the purpose of managing and growing the business.

Technology Services Provided

Application development services

TRAX is a cross-platform application that enables over 100 world-wide offices of DCT to track courses, classes, students, attendance, organizations, instructors, assistants, employees, revenue, and commission associated with their training program. There are over 45 reports including waitlists, schedules, sign-in sheets, name tags, diplomas, mailing labels, envelopes, confirmation letters and over 20 various financial and marketing reports, as well as the custom reporting capability. TRAX is also completely customizable; users in any country can convert the application to the language of their choice.

The primary purpose of TRAX, although useful in its own right, is to transmit data to a corporate repository called DaleBase. The DaleBase application works in tandem with the TRAX application. DaleBase enables DCT to analyze client information, perform target marketing, perform mass mailings, plan for conventions and instructor conferences, and perform financial analysis and projections. The DaleBase application consists of several data entry screens and reports as well as "TRAX Lite," a scaled down version of the TRAX application.

While originally developed more than nine (9) years ago, Prequel continues to maintain and support both the TRAX and DaleBase application as they continue to serve DCT's needs.

Benefits

Collectively, the TRAX and DaleBase applications have enabled DCT to effectively manage operations of the distributed franchises. While TRAX certainly fills the need for data collection and dissemination, DaleBase supports the enterprise in that it provides a repository for the demographic data fed by TRAX. The series of reports and tools associated with DaleBase empowers DCT corporate with the ability to effectively manage the distributed offices and the entire operation as a whole.

For More Information

For more information about Prequel Solutions call us at 724.820.1575

visit us on the web at: www.prequelsolutions.com

or email info@prequelsolutions.com

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