Customer Service and Cashier Online Simulation Training

LTUC
Luminus Technical University College
Funded by the European Union
EU Regional Trust Fund ‘MADAD’
الصندوق الاستثماري الأوروبي ‘مد’

- 60% of students are on full scholarships
- +200 partnerships with private sector companies
- 8 Schools of Excellence
- 600 employees of which 45% are female
- 1,300 students graduate per year of which 40% are female
- 75% Jordanian students
- 25% Refugee students
- 75% job placement rate

This project is implemented under the grant scheme of HOPES

Higher and Further Education Opportunities and Perspectives for Syrian Refugees

Project Objective

• Enhance 5000 Syrian and vulnerable Jordanian students and employees’ customer service and cashier skills in the retail, hair & beauty and hospitality sectors in Jordan.
More specifically...

- Arabization (translation and culture contextualization) of the already developed online simulation, cashier training and customer service training and certification programs.
- Train and certificate 1500 registered Syrian and vulnerable Jordanian students at Luminus.
- Train 4500 employees (70% certified) of companies linked with Luminus.
- Provide 50 high performers with Train the Trainer program.
- Strengthen the link with the retail, hospitality and hair & beauty industry in Jordan in order to increase the job opportunities for Syrian refugees and vulnerable Jordanian youth.
Partners...

- The Simulation Crew (TSC) simulation programs have been successfully developed and implemented in the Netherlands.
- TSC training has reached:
  - 50,000 students in the vocational education.
  - 150,000 employees in the private sector certificated from the program.
- TSC are able to support contextualization of the two programs for Jordan.
Goedemidag mevrouw.
Hoi.
Tot ziens mevrouw!
Doei.
Ik zie u kijken, zoekt u iets?
Kan ik u ergens mee helpen?
Waarmee kan ik u helpen?
Wat heeft u een mooie ketting.
Luminus...

• Existing campuses.

• Implementation of Education for Employment (E4E)

• Practical/ online training.

• Recruitment.

• Employment Hub and links to industry.
Sustainability...

• 50 high performers will undertake the Train the Trainer program
• The target will be to have 50% Syrian refugees but will depend on performance.
Where we are now...

- Translation of Dutch version in English and Arabic version.
- Currency adaptation.
- Creation of Arabic (Syrian and Jordanian) Characters.
- Preparation of the training and certification.
- Identification of the participants.
Challenges...

• Contextualization.

• Guarantee user commitment to training completion.
Next Steps...

- Recruiting the 5000 participants
- Implementation of the online simulation training programs and certification for students at LTUC.
- Implementation of online simulation training for the benefit of individuals already hired in aligned companies.
- TOT (Train of Trainers)
Key Results...

- Increase Syrian training opportunities.
- Develop new innovative approaches to Education for Employment programs.
- Improve the quality of the teaching/learning process.
- Combating lack of education opportunities in rural areas.
- A localized simulation platform that provides real-time data on skills.
- Allow employers to provide their employees with access to training in the work place.
Thank You

Q&A