

Background

Frankfinn Institute of Air Hostess Training is among the best airhostess training institutes in India. It is a leading company in training and development, with a large network of more than 120 centres across India and the experience of over two decades.

Frankfinn's primary courses include BTEC in Aviation, Hospitality and Travel Management. The degree is awarded by Edexcel, UK. The institute trains its students to become air hostesses, flight stewards, cabin crew to name a few. Good communication skills in English are considered vital in this sector for them to confidently interact with people coming from culturally and linguistically diverse backgrounds. However, they did not have a good command of the language and Frankfinn realized the need for immediate remedial measures. It was imperative that the students be exposed to a comprehensive programme that would not only polish their English but also give them in-depth knowledge about its basic concepts. A curriculum had to be formulated that would make them smart and confident by honing their communication skills.

Why Liqid?

Liquid eLearning Services Private limited has been in field of English Communication Training for more than 8 years and its content has been developed in collaboration with BBC Active. Liquid has earned an enviable reputation in the field of Educational Material Development; the blended learning methodology, the unmatched quality, and the customized content make Liquid products the best in the industry. All the educational products developed at Liquid are a reflection of a belief that excellence in teaching can only be achieved if everyone commits themselves to bringing new knowledge into the classroom through up-to-date methodology and thorough research.

Therefore, it was but natural that Frankfinn should count on Liqid to create a course specially suited to their needs.

Liquid's Approach

In keeping with Liqid's meticulous approach towards any project, Training Need Analysis i.e. TNAs were conducted at different locations in Noida and Mumbai. Teams visited these centres and carried out a detailed study of sample batches to gauge the exact requirement. It was absolutely crucial that the product developed by the team at Liqid should meet the expectations of the learners and fulfill their needs. Subsequently, a three-tiered course – Basic, Intermediate and Advanced - was designed meeting the specific requirements of the trainees. It was a singular blend of Instructor-Led Training (ILT) and Computer-Based Training (CBT) that focused on a holistic approach to language learning.

Plan Execution

Once the programme was approved by Frankfinn, the software/print material was handed over and the Train the Trainer (TTT) programmes commenced. These programmes were not mere exercises to regurgitate the written content but to transfer the distinctive training methodology to Frankfinn trainers so that learners in all the centers may have a uniformly effective learning experience. In November 2006, TTTs were conducted in all the major Frankfinn centres and it was a proud moment for Liqid when 76



Frankfinn trainers went on to conduct training using the EnglishEdge product at different centres across India. When Liquid came out with the new version of the course, Frankfinn renewed the contract, signing for the state-of-the-art product. Fresh rounds of TTT programmes were conducted in May 2009 and 72 more trainers underwent training.

Benefits

The learners have really benefitted from this programme as it has a lot of value add for them. The programme focuses on important concepts of grammar as well as conversation skills. Sufficient opportunity is provided to the learners so that they can interact and practise their English. Soft skills taught in this programme help build their personalities and turn them into self-assured young men and women who are ready to take on the world. What makes this programme unique and especially appealing is the fact that it is fairly contextual, with a glossary of terms and scenarios that a Frankfinn student can identify with. Added to this, the course caters to all levels of learners; the Basic Level responds to the needs of a relatively challenged learner followed by the Intermediate and the Advanced levels that target a more proficient learner.

Feedback Time

To make this programme more effective, Liquid created a feedback loop. With the aim of fulfilling this responsibility, trainers visited various centers to make sure that the product was being optimally used and the experience for the learners continued to be an enjoyable and educative one. The idea was also to meet the trainers and see if they needed further assistance to make the course more meaningful and appealing, and to get their feedback for corrective measures. Telecons with trainers in other cities were also conducted with the same objective in mind. The learners too, being the hub for this programme, were given a standardized format to write their valuable feedback.

Feather(s) in the Cap

The feedback from both trainers and learners from several Frankfinn centres has been recorded and collated. The set of trainers who were met personally spoke very highly of their experience with the Liquid product. One trainer went so far as to say, “Hats off to the Liquid team for having put this together!!” Another trainer said that the learners treasure their courseware and “want to keep it forever.” Some more trainers who were contacted telephonically reiterated what the other set of trainers had conveyed, that being a part of this programme had been a tremendous experience for them and the trainees.

Feedback

The response from the trainees has been equally heartening. They were satisfied with the product in general and the blended methodology in particular.

All these accolades have served to egg on Liquid to strive ahead on the path of creative excellence. All in all, it's been a rewarding journey, a very fruitful partnership.