



CASE STUDY | Duncan Sheard Glass Accountants

Training at Duncan Sheard Glass reinforces commitment to customer service

DSG (Duncan Sheard Glass) is one of the leading independent firms of chartered accountants and business advisors in the North West of England. Established over 100 years ago, the practice provides professional advice to a range of clients. DSG aims to be the best in its chosen markets to meet the expectations of its clients, members of the firm and business associates.

Appraisals highlighted the need for training

Conscious of providing excellent service, DSG constantly reassesses its performance both in terms of services to clients and the working environment for its members. The company has a policy of ongoing investment in human resources and training and has received the Investors in People award.

Feedback from regular appraisals at DSG highlighted the need for additional training in the Microsoft Office suite of products and the company was able to source some of the funding for training from the EU through its relationship with Liverpool John Moores University.

Solution

The MCW Group, a leading IT services company and certified Microsoft education trainer was selected to provide the training.

MCW group devised a questionnaire that was completed by each employee and from the results, MCW was able to categorise staff into one of 3 categories: beginner, intermediate or advanced. Several staff members had already reached the advanced stage and were offered one-to-one tuition from the MCW group.

MCW masterminded complete timetabling

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Vital communication was well handled

Appreciating the importance of cooperation and enthusiasm from DSG course participants, MCW delivered a brief presentation to all candidates explaining: the training program in detail; the benefits of completing the course; the methods used to group candidates by ability; the course structure and details of the final assessment.

To minimise disruption, training took place at DSG’s Liverpool HQ. Staff members based at DSG’s smaller Welsh regional office were invited to MCW Group’s purpose built training centre in Wrexham. Staff received a total of eight hours training in each of the Microsoft Office products relevant to their individual roles and class sizes were kept small to ensure individual attention where it was needed. MCW worked hard to schedule the courses so that day-to-day service did not suffer.



Results and benefits

All course participants were delighted with the training they received, immediately putting into practise what they had learnt, while managers have reported a noticeable improvement in productivity and presentation of work.

Keith Williams DSG Group’s IT & Finance manager is pleased with the results:

“Feedback from staff has been excellent and everyone is showing a lot more confidence and competence when using the Office packages - this has had a positive effect on DSG’s commitment to providing the best service to its clients. MCW handled the whole thing really well and we would definitely use them again.”

Richard Morris, Managing Director of the MCW Group sums up the project:

“This was a fine example of the public and private sector working together to provide the customer with what they needed to improve their computer skills. JMU had access to a grant from the Learning & Skills Council Greater Merseyside and the European Social Fund which enabled MCW to provide the courses to DSG with a substantial grant. We at MCW always try to find the most economical way to fund computer training courses and if we are aware of financial assistance, we will always advise and guide our customers in the right direction.”

Delegate Feedback

The delegates themselves had only positive comments to make about the training:

“The course was excellent, looking forward to the next one”

“Instructor instructions were clear and the course concise throughout”

“An informative afternoon”

“Helen (MCW trainer) was very friendly, helpful and ready to answer all my questions”

“Very well explained and communicated”

