

# **RBS and NatWest banks use HTML5 mobile learning courses, central Mobile Learning Platform and iPad Apps from CM Group to distribute knowledge support for small businesses**

Submitted by: CM Group

Friday, 23 August 2013

---

RBS, the UK's biggest bank, has enhanced its service offering to small business customers by providing high quality HTML5 based eLearning and support materials across a wide range of employment law, environmental and health and safety topic areas. The learning and support materials are all hosted on CM Group's Luminosity Motion Mobile Learning Platform and delivered to RBS and NatWest small business customers via an iPad App.

CM Group provide the complete end-to-end solution consisting of creation, distribution and App based content consumption for both RBS and NatWest banks. The integrated solution underlines RBS's commitment to support its customers with the latest innovative, high quality, up-to-date support services.

Working alongside the bank's own subject matter experts, CM Group created a range of HTML5 based eLearning courses using its Luminosity Studio collaborative eLearning authoring tool. The courses were combined together with a range of corporate communications such as RSS, news, blog and Twitter feeds. This rich and fully expandable set of content is hosted on the Luminosity Motion Mobile Learning Platform and distributed to customers via CM Group's Luminosity Mentor iPad Apps. The Apps carry each of the banks' corporate branding and provide customers with a single interface to access a range of learning and corporate communications resources, together with reference materials and performance support tools all of which can be consumed offline and on the move.

CM Group's cloud based Mobile Learning Platform allows for new and updated content to be pushed out to learners quickly and easily from a single, centrally managed point. This means the bank can keep the content, and therefore their customers, fully up to date.

"It was crucial to ensure that the user interface was smooth and attractive to support the bank's reputation as a leading provider of financial services," said Alex Mackman, Chief Technology Officer at CM Group. "Equally important was the end-to-end infrastructure which enables the content to be easily controlled from a central point and be kept fully up-to-date. It means that different elements of courses and reference materials, together with performance support tools can be targeted on selected user groups to provide really powerful learner support."

Read more about CM Group's learning and corporate communications Apps (<http://www.cm-group.co.uk/products/luminosity-mentor>).

About us

CM Group specialises in the design and creation of advanced learning solutions for large international organisations. We offer comprehensive educational and technical consulting services centred around the use of technology to achieve great learning outcomes. Using Luminosity Studio, our advanced collaborative, rapid authoring software, we are the largest creator of bespoke HTML5 based eLearning courses in the UK. Our proven, end-to-end mobile learning solutions include adaptive HTML5 content for

tablet and smartphone consumption, cloud based hosting and delivery, and the Luminosity Mentor range of Apps for offline consumption and tracking. Our clients include Microsoft, RBS, Virgin Trains, NHS, Three, MOD, BAE and many more leading organisations.

With offices in the UK and USA, CM Group is ideally placed to help clients with the full range of business and technical issues they face in harnessing the latest technologies to improve business performance through increased staff effectiveness.

For further information contact:

Email: [info@cm-group.co.uk](mailto:info@cm-group.co.uk)

Tel: +44 (0)1454 269222

or visit [www.cm-group.co.uk](http://www.cm-group.co.uk)