

# Pioneers in vehicle tracking and recovery in South Africa

Location: 14 regional offices in SA

Founded: 2015

Employees: 800+

**iLearn**<sup>®</sup>

*How a technology company delighted a new client, transformed the culture of their organisation and played an instrumental role in reducing unemployment among the country's disabled workforce.*

## THE CHALLENGE

Netstar was founded in 2015 and quickly grew into one of the leading vehicle tracking and recovery companies in South Africa. Since then, a number of other players have entered the market. In order to compete in this modern knowledge era where the ability to attract, develop and retain skills is a major driving force behind commercial success, Netstar needed to develop a strong Organisational Learning Culture. This involved taking responsibility for developing their own talent pipeline.

## THE APPROACH

When Netstar was entrusted to monitor and report on the safety and security of the drivers and commuters of one of the country's largest bus operators, they set out to hire and train the very best individuals for the job. It is well documented that people who are hard of hearing often have impeccable visual ability as their other senses become heightened and astute to compensate for their loss of hearing. A number of previously unemployed, hard of hearing individuals were therefore recruited and inducted into a 12-month Business Administration NQF 3 Learnership programme.

The purpose of this workplace learning programme was to transform these highly talented individuals into business professionals that could be permanently employed and go on to affect meaningful change for the company. It was therefore important that this programme was a success.

## HOW THE RESULTS WERE ACHIEVED

- Set up processes to ensure complete alignment between all parties
- Recruited learners to match the company culture.
- Used a pre-assessment process to align learners to the appropriate qualification.
- Matched the right trainer to the company's culture.
- Recruited a signer to support the learners.
- Implemented a mentor coaching workshop.
- Held workshops to sensitise the rest of the business to the plight of the learners.
- Provided sign reading classes, hosted by the learners, to upskill the rest of the business.
- Set up powerful reporting and tracking mechanisms.

## THE IMPACT



All of the hard of hearing individuals successfully completed the Learnership programme and have been offered permanent employment within the company.



The programme successfully illustrated how the culture of one's company can be transformed not only to the delight of one's customers but also for the good of the country's disadvantaged youth.



Due to the success of this programme, Netstar has decided to embark on a second Learnership programme to upskill six additional hard of hearing learners.

*"With this qualification, I want to send a message to everyone that you can do anything with the right mind-set, and no one should make you feel inferior"* - Janelle Ramsami, hard of hearing learner.