

“Every job is a self-portrait of the person who did it.  
Autograph your work with excellence.” Anonymous



## e - IS FOR EXCELLENCE

**Focus – it's why Vubiz stands out in the e-learning industry.** It began with a vision to help companies become more globally competitive through Internet learning technologies and expert business courseware. Vubiz focused on its core strengths, and its customers' needs, to quickly grow into a multi-national e-learning enterprise.

Vubiz relies on its employees' judgment, skills, and abilities to understand, identify, and rectify business processes in support of its business goals. **Excellence, at Vubiz, means embracing a culture that is inquisitive, self-critical, aware, and communicative.** Everyone is expected to ask questions, accept and provide constructive criticism, and share information.

A set of key practices keeps Vubiz on track in its journey of excellence:

- Keeping the customer front and centre and encouraging feedback on what works and what needs improvement

- Being aware of what competitors and would-be competitors are doing
  - Constantly revising processes to ensure continued effectiveness
  - Communicating direction, measurement, and changes to all Vubiz personnel
- New e-learning businesses come and go – without great success. However, Vubiz sees significant growth opportunities ahead. It attributes its growing reputation for quality to its **unwavering focus on Customer Service Excellence.**

At Vubiz, the destination is determined by its customers. This simple focus allows Vubiz to understand its customers' businesses, to determine how to supply the required products and services, and to put the delivery processes in place. Vubiz uses customer experience and word-of-mouth marketing to help expand its customer base - almost 200 clients, of which 20% are in the US. Vubiz is leading the way for Canada as the only Canadian company working with the US Government's USALearning-GoLearn e-learning initiative. So, while destination is important, **being ready - and knowing how - to adapt to the dynamics of the industry are essential.** And it is the focus on excellence that makes the continuous journey challenging and rewarding.

## Quality Facts

- Vubiz was founded in 1998 by John Bulloch, who also founded the Canadian Federation of Independent Business. Since then, in addition to its Toronto head office, it has added agency partner offices in the U.S., Mexico, and across Canada.
- Products and services include an extensive list of Interactive Learning Modules, a Learning Management System, and a Collaborative e-Learning Authoring Tool.

For more information, visit our website at [www.vubiz.com](http://www.vubiz.com) or contact Jim Rapino, President & C.E.O., at [jrapino@vubiz.com](mailto:jrapino@vubiz.com).

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