Plugged in **service**

Gary Ling *explains how TMI is claiming its own innovative piece of cyberspace*

**You can now visit
TMI on the Internet
http://www.tmi-uk.com**

It seems that you just can't go anywhere nowadays without seeing or hearing about the Internet – the international network of computers that are linked by a common computer language. In Britain, the growth of the Internet is extraordinary. The market research company NOP has estimated that 2.7 million people in the UK (six per cent of the adult population) will be on the Internet by 1997.

For organisations of all shapes and sizes the Internet allows distinct opportunities to offer extra, value-adding services to customers. This is particularly true of the World Wide Web (WWW or 'web') which forms the backbone of the Internet. The WWW is an easier way for users of the Internet to find and view information, and organisations can use it to make text, images and even sounds available to their customers and prospects. For the technically nervous, it is also, by the way, the easiest part of the Net to get to grips with.

Internationally, TMI World has had its site on the WWW (http://www.tmi.dk) since the beginning of 1996.

By accessing this location anyone can find out what TMI is up to across the world. The site even includes a Cartoon Gallery – where no matter what language you speak everyone has a funny bone just waiting to be tickled. Also, every office in TMI's worldwide network is listed here – so there's no excuse for not having your calendar set in the language of your choice.

At TMI UK we are determined to develop our site as an innovative source of customer satisfaction (http://www.tmi-uk.com)

Importantly, we recognise that the Internet is an absolute gift when it comes to receiving and listening to our customers' immediate feedback and concerns on products, programmes and messages. Many customers already use the site to send us e-mail (quality@tmi-uk.com) – whatever your enquiry, from a question about the Time Manager to booking an open programme, your e-mail will be welcome and dealt with as soon as it is received.

In addition, visitors to www.tmi-uk.com can also take TMI's individual training-needs assessment on line, to enable them to evaluate their personal effectiveness and performance. By answering 35 questions on an interactive questionnaire, one of the first of its kind on the Net, visitors can receive a full report within ten seconds. TMI UK is particularly keen to use the WWW as a way of making it easier for our customers to order our learning programmes and products. To this end, we have recently moved our site to a 'secure server' which means that customers can feel comfortable placing credit card orders through an encrypted channel, thereby protecting their credit card details from prying eyes.

As more and more people use the Net to search for information and services of specific value to them, TMI UK will be investing both resources and its creative talents to ensure that its site is one of the most accessible and informative in the world. We look forward to welcoming you there in the near future.
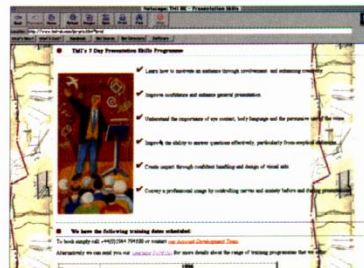
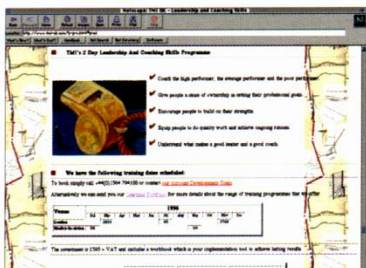•**You can now also order direct from the TMI Internet site**
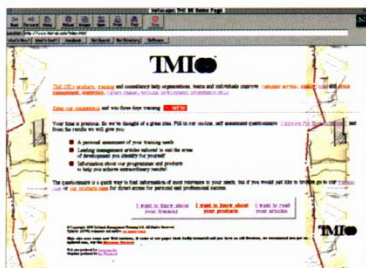
▲ The opening page of TMI UK's website: all parts of the service are designed to be clear and easy to use
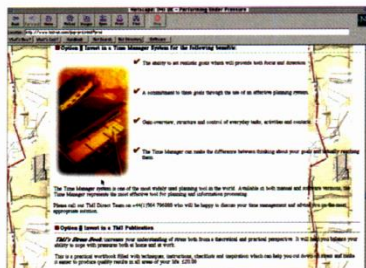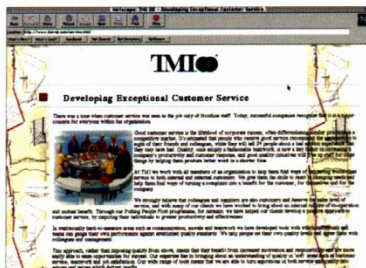

▲ Users will find a full guide to TMI's products and programmes and suggestions for their use

▲ As well as describing each of our programmes in full, you can see the next available date

▲ Bookings can be made directly from the page via the e-mail link to our Account Development Team

▲ The site contains a large number of articles on our philosophy and approach, as well as their application

▲ The site is completely integrated through hypertext links so you will always be able to find what you need

The Internet is an absolute gift when it comes to receiving and listening to customer feedback and concerns. Whatever the enquiry, e-mail is dealt with as soon as it arrives.