



IIFL also known as India Infoline, is an Indian diversified financial services company headquartered in Mumbai. The Organization was founded by Nirmal Jain and backed by many investors and private equity firms. It is ranked among the top 7 Financial conglomerates in India and is a top independent Financial services firm in India in terms of market capitalization.

The LXP Need

- Single gateway of learning for employees across departments, using a pool of curated content library from internal and external sources
- A single collaborative platform for SMEs to create contextual content and train employees in a private and secure environment
- Seamless and sequential integration with existing learning platforms

Solution Use-cases

1. **Upskilling for Associates:** Enable associates to learn skills related to their job roles and provide mandatory trainings to hone every member of the team rapidly and consistently.
 - Sales training
 - Frontline manager training
 - Onboarding programs
 - Product and compliance training
2. **Upskilling for Clients:** Create an environment that enables continuous learning opportunities across clients and access to industry recognized Certifications and financial literacy across Capital Markets and Investment domain

Business Units Participating

1. Gold Loan
2. Home Financing
3. Small and Medium Enterprise
4. Support and Broking

32,062

REGISTERED USERS

11,740

DISTINCT ACTIVE USERS

53%

MOBILE TRAFFIC

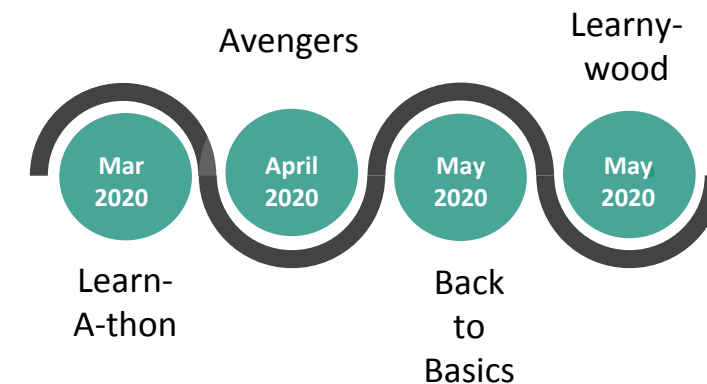
10 Million

CONTENT
COMPLETIONS

Key Highlights

- **14k+** employees are onboarded using Mobile-First Experience
- New-age Engagement Tools like WhatsApp, Workplace by Facebook etc. used to drive engagement & adoption
- Extensive use of Virtual ILTs, Existing scorm courses reused in LXP, Polls & Quizzes
Pathway-based structured learning

Engagement Campaigns



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Usage Patterns



Social Behavior on the Portal

- 266,829 Likes
- 220,590 Comments
- 11,339 Bookmarks



Top Searches on the Portal

- AML
- POSH
- Learnathon
- NBFC
- Gold Loan



Top Viewed Content Topics

- Mutual funds
- AML
- Infosec
- Health Insurance
- Cross-selling



Top 5 Trending Channels

- Mutual funds
- AML
- Infosec
- Health Insurance
- Cross-selling



Top 5 Learning Goals

- Professional Development
- Marketing
- Customer Experience
- Decision Making
- Cyber security

User Comments on the LXP

“Excellent application and content” - Kaushik Kajal

“Completed..it’s an amazing experience.” - Yogesh Kumar

“Very good information..thank you for giving a good opportunity to me” - Kiran N

“Nice training, will help to sell products..” - Vasimahmed Shaikh