myGuide by edcast | Westpac

Accelerated user onboarding with "Learning in the Flow of Work" at Westpac Banking Corporation

COMPANY SNAPSHOT

INDUSTRY
· Banking & Financial Services

GEO SPREAD
· 50,000+ Employees globally

KEY CHALLENGES
· Employee knowledge retention post training
· Ensuring accelerated adoption at Scale
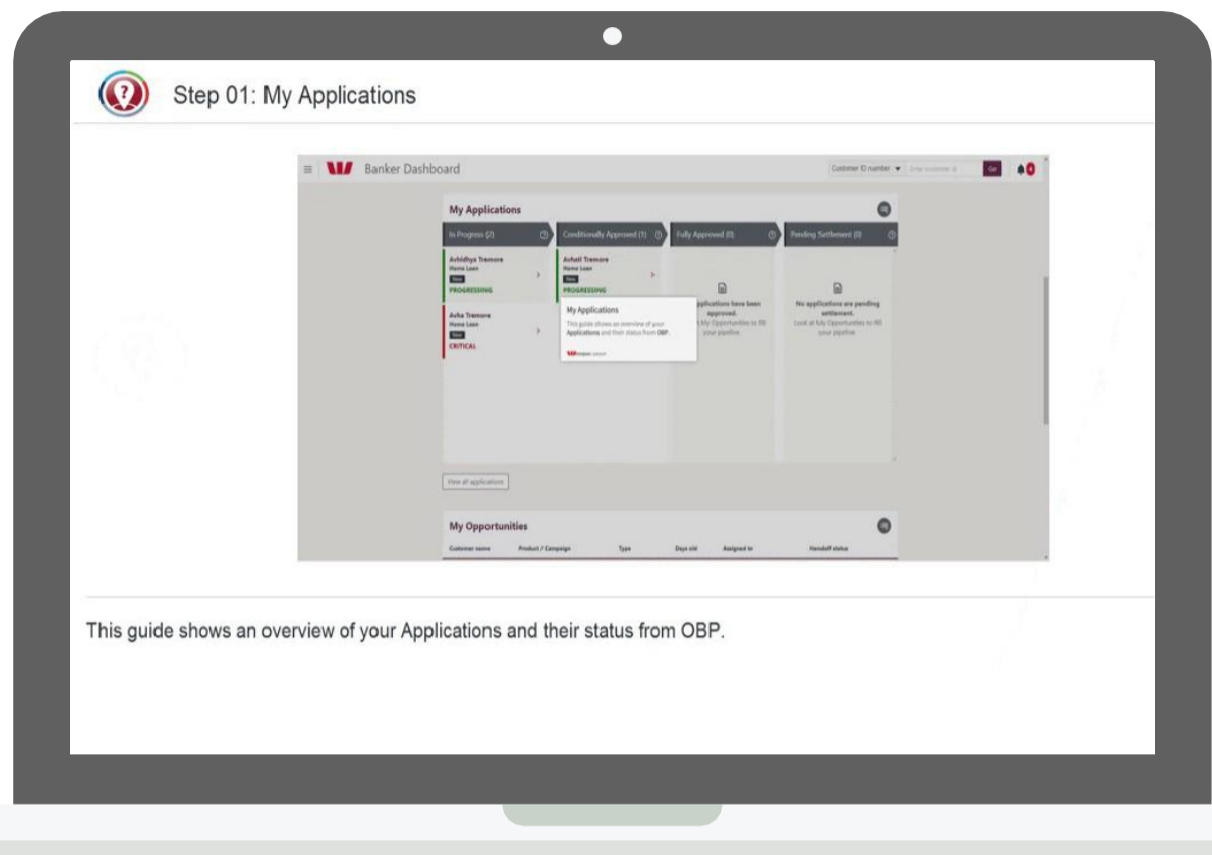· Reduce cost to train, maintain and update information

KEY BENEFITS
· Enhanced knowledge retention through live help
· Reduced adoption period by 3 months
· Lowered Total Cost of Ownership due to 40% reduction in tickets

SOLUTION
· GuideMe for step by step In-App guidance
· Insights providing actionable intelligence on usage data
· ShowMe for on-demand user help

About Client

Westpac Banking Corporation is one of the world's largest financial institutions, founded in 1817, headquartered in Australia. With its presence across the globe, Westpac provides a broad range of banking and financial services including institutional banking, customer, business and wealth management services to its customer base.

The Challenge

Accelerating Digital Adoption at Scale

Westpac bank as a part of its larger strategic intent, required to strengthen its technology environment and hence kick-started the IT transformation journey. This was a multi-billion IT transformation project with a distinction of being the largest funded project in the history of Australian banking system.

As a part of this initiative, Westpac rolled out a brand new Oracle banking platform to thousands of employees from lenders to credit managers, and assessors. The platform was designed to automate and streamline an end-to-end loan process from start to finish.

The Westpac training team knew that it would be an inefficient task to create training documentation for their different processes, translate those into multiple languages, and to update it with every Oracle software version release or internal process change. Additionally, Westpac wanted to provide a personalized, just-in-time, In-App training experience to their employees with a view to ensure learning in the flow of work, regardless of the employee's or partner's location. Westpac team also had an aggressive roll-out plan to enable all users which needed a scalable solution where traditional training solutions could not help.

The Solution

Learning in the "Flow of Work"

In order to ease employee learning digitally via self-service mode, Westpac bank selected MyGuide to accelerate the digital adoption of new applications.

To support a seamless migration to new applications, the Westpac team created "role-specific" onboarding guides using a combination of MyGuide features like GuideMe, ShowMe, DoItForMe, and MyGuide Insights. These features helped each employee navigate the system and complete their tasks with minimal confusion or disruption.

GuideMe enabled the step-by-step guidance as an overlay to Westpac application with audio/video in the native language. MyGuide enabled trainers to easily create multiple interactive on-screen guides, allowing users to quickly and accurately complete many complex tasks. Similarly, ShowMe feature eased learning by making content available in various formats for quick consumption. DoItForMe automated repetitive steps for users and reduced potential human error possibilities.

MyGuide provides insights into how users are performing within an application, as well as how content and the application are being used individually.

Step 01: My Applications

This guide shows an overview of your Applications and their status from OBP.

The Benefits

Reduced Costs and Faster Go-to-Market with Digital Learning

The experience Westpac creates with MyGuide, empowers the company to establish a systematic and proactive approach towards change management. Whether they are introducing new users, new processes or UI changes in applications, MyGuide has enabled Westpac to effectively and efficiently lead employees through any organizational changes.

MyGuide insights enable the change managers to take a deep dive into use engagement data, discover actionable insights and make meaningful changes.

With MyGuide, the Westpac team was able to achieve accelerated digital adoption at scale and derive strategic outcomes from transformation initiatives as desired.

Westpac team could cut down its overall training costs by 40%, reduced 800 hours of training and development efforts and accelerated the digital adoption period by 3 months.