

# CASE STUDY

## How EdCast helped one of Australia's largest banks to digitize and democratize Learning & Development



### BRIEF ABOUT CLIENT

Australia's leading multinational banking and financial services company, which provides banking and financial services to more than 8 million retail and business customers, and operates across 30+ markets.

Their mission is to financially empower their customers by having the right set of people who can learn and adapt to evolving market needs, using the best tools and technologies. They are driven by responding to changing customer requirements and focusing on the things that matter the most in the industry. This is all possible because of deep engagement and continuous learning & upskilling of employees and teams at the bank.



### CLIENT CHALLENGES

In today's time, digital transformation is not just a good to have initiative but a mission critical strategy that should be in place across all the functions in an enterprise. This is what drove our client to undergo a significant transformation in recent times. They needed to progressively advance their scale in new means and modes of operations in order to deliver more efficiently and effectively to their customers. This in conjunction raised the need to develop new enterprise capabilities and empower the workforce with a novel learning experience by:

- Deploying an enterprise-wide learning experience platform that could source and aggregate up-to-date content from internal, external and premium sources.
- Making right content available anywhere, anytime and across any device to authorized users in multiple formats
- Building an ecosystem which is learner centric and not driven by compliances and policies only

This led to the need of a platform which is experience focused, user centric, intuitive and easy to use. A platform which should have the capability to orchestrate customized content and learning pathways.

## EDCAST'S APPROACH

The solution for the Bank needed a robust content strategy, as relevant and suitable learning material was the key to providing a productive and personalized learning and skilling experience to the employees.

Content strategy started with the creation of 'Learning Needs Inventory' which are aligned to the organization in terms of:



Employee Competencies



Business Functions



Corporate Strategy

The customization of content on LXP was done by:

- Defining and developing new content channels needed by each business functions
- Dedicated support for continuous content curation of key channels by experts

The planning for the bank's learning experience platform started with:

- Laying out a detailed technical project management plan
- Platform setup and customization during implementation
- Technical integrations with other sources of learning and skilling

The content plans actively directed digitization of high quality and visible content. The mobile-first DNA of EdCast's LXP enabled the bank to have a learning experience on the move across platforms and devices. Well planned and detailed approach for the Bank led to productive and high-performance Learning Experience Platform delivery. One of the key components was also the proactive exchange of insights and industry's best practices for LXP usage in any organization.

## VALUES DELIVERED BY EDCAST'S LXP

**DIGITISATION:** EdCast's LXP deeply impacted the learning and development in the Bank by leveraging the LXP for the organizational shift to an online learning platform for the hybrid work environment. The new age digital platform led to an intuitive, engaging & learner-centric experience.

**DEMOCRATISATION:** It democratized the workforce learning by allowing content creation and curation by SMEs (Subject Matter Experts) within the bank. The power to learn in the Flow of Work resulted in the increase in learning hours and content consumption. This was further enabled by the availability of EdCast add-ons for existing enterprise collaboration tools like Microsoft Teams.



**78K+**

Registered Users



**26%**

User Engagement Rate



**46%**

User Adoption Rate



**11k+**

User Generated Content

## ABOUT EDCAST

EdCast offers a unified platform designed to operate end-to-end employee experience journeys spanning learning, skilling and career mobility. Its award-winning platform is used internationally by organizations ranging from large Global 2000 companies to small businesses and governments. With EdCast's platforms, our customers are able to attract, develop and retain a high-performance and future-ready workforce. EdCast's offerings include its Talent Experience Platform, Spark for SMBs, EdCast Marketplace and MyGuide Digital Adoption Platform. EdCast is a World Economic Forum Technology Pioneer award recipient.

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