

CASE STUDY

A Learner-Centric LXP: How EdCast transformed a Leading Global Bank's L&D Ecosystem

BRIEF ABOUT CLIENT

The client is part of a leading global financial services group, with history of more than one and a half century in global markets. Their purpose is to drive commerce and prosperity through their unique diversity, heritage and values. With more than 80K+ employees, bank's network serves customers in close to 150 markets worldwide. The client supports both individual and corporate clients to build wealth and drive commerce. They offer an entire range of financial services across personal, priority and private banking as well as business, corporate, commercial & institutional banking.

The client strongly believes in creating an inclusive environment that embraces different perspectives, skills, experiences, ways of working and leadership styles. They thrive for people to innovate together, generate new ideas and work collaboratively to create an impact to drive the industry.



VISION FOR AN EXPERIENTIAL LEARNING PLATFORM

Being a bank that has a legacy of more than one and a half century and having a workforce that is global in nature with diverse backgrounds, provide an unified personalised experience for all employees is critical yet challenging. These challenges increase manifold when you have a number of service offerings ranging from Banking for individuals to Corporate Finance that too across the global markets.

Recent digital disruptions in finance sector have transformed customer's expectations. This inline also transformed the need for reskilling and upskilling employees of the Bank. The critical problem statements for their L&D and leadership teams were:

- How to train, nurture and develop the workforce which has future-ready skills. The skills of tomorrow need to be developed today in order to have a productive workforce.
- How to build a personalised and engaging learning ecosystem for learning and growth of employees with the help of new-age digital technologies.
- How to rejuvenate standalone learning systems for achieving a wider 'People Integration' of talent and skills with workplace performance.

The bank was also looking to change the culture of Compliance-based Learning by addressing top five L&D priorities for their employees:

1. Inducing **Diversity and Inclusion** in organisation
2. Developing a **skills framework** which promotes courageousness, managing ambiguity, nimble learning and situational adaptability
3. Covers industry **leading technologies** like AI, Blockchain, Big Data etc.
4. Create experts in **Data and Analytics** domain
5. Deploy **Innovative and intuitive** ways of learning

In summary, the bank needed a learning & skilling platform based on the following four foundational pillars:

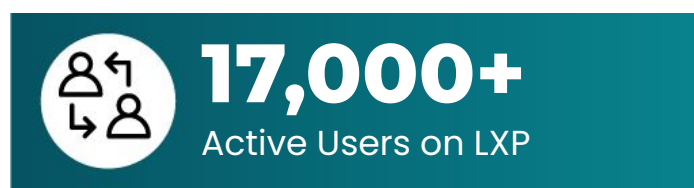


EXPERIENCE BASED LEARNING PLATFORM

The learning experience platform crafted for the bank by EdCast focussed mainly on emerging disruptions in banking technologies like Blockchain, IOT & artificial intelligence etc. Custom pathways, journeys were created for the personalised and a gamified experience of learners. EdCast's LXP transformed the learning ecosystem of the bank by helping them transition away from classroom based one to many training to completely digital & personalised experience globally.

The employees were enabled with unified discovery and access of internal and external third party platform content. Learners got access to content curated by experts and other online training courses. There were separate channels created for the top five skilling priorities i.e. diversity and inclusion, development of skills framework, getting skills in emerging technologies, data and analytics and innovative ways of learning. There was also a special focus on soft skills development aimed at driving personal growth of employees.

EdCast helped the bank transform L&D with a platform that is experience focused, user centric, intuitive and easy to use. The platform enabled the users to learn on-the-go, in the flow of work and also curate content & learning pathways.



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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