

CASE STUDY

TRANSFORMING THE EMPLOYEE EXPERIENCE OF A LEADING TELECOM COMPANY

BRIEF ABOUT THE CLIENT

The client is one of the largest telecommunication corporations in the Middle East having the vision of leading the digital transformation to empower societies.

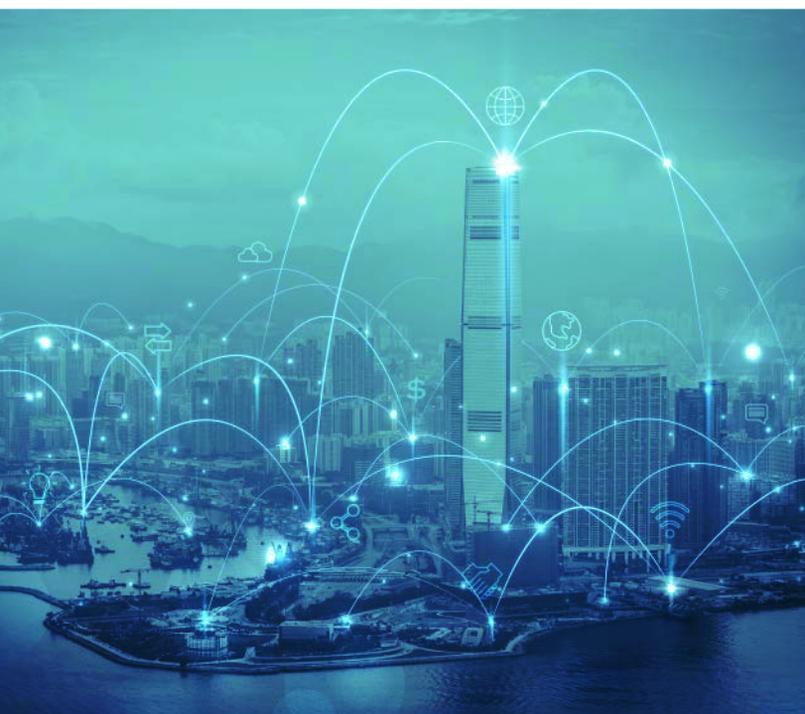
They are moving the needle in driving the learning strategy for its employees. They are transforming the game using the best in class learning technologies. They are on a mission to deploy 'Intelligent Learning Solutions' to address today's skill gaps and tomorrow's opportunities with a firm belief that:

"A sustainable competitive advantage is their organizational ability to learn"

VISION FOR A LEARNING EXPERIENCE PLATFORM

As one brand and one team, the client shares a common vision to empower societies through digital transformation. Their four guiding principles are spread across all their learning teams in order to deliver on the vision:

- 1 Empowering internal "Future Leaders"**
Client committed that future leadership must be developed within the company. They support development of all employees across all levels in the organization.
- 2 On-Demand Social Learning Platforms**
The Client has invested in the best On-Demand social learning platforms where the user interface looks similar to a "Learner's" favorite social media apps thus facilitating anytime, anywhere and on any device.
- 3 Specialist Learning Academies**
In the client's learning ecosystem, the endeavor is to support team members to enable them to become experts in their field by expanding and enhancing functional specialist academies.
- 4 Enhance Collaboration to spur innovation**
They are a global leader in bringing people together. Therefore, it is imperative that internal collaboration is elevated to spur better innovation and actions around their learning culture.



SOLUTIONS: EDCAST'S AI-POWERED, PERSONALIZED LEARNING PLATFORM

The "Learning Experience" for the client has been redesigned to be a Journey that's "Learner Centric". The Learning Journey spans the entire employee lifecycle with the organization.

01 ONBOARDING

The Learning Journey in the client's employee lifecycle begins with onboarding. The induction and onboarding processes have been restructured to deliver an all new digitized experience. Client has codified and personalized the journey for each new joinee.

02 TALENT DEVELOPMENT

The Learning Journey continues as the employee embarks on specialized career pathways offered by client's Functional Academies. As the employee takes on Managerial and Leadership roles, the client focuses on nurturing talent.

03 KNOWLEDGE COLLABORATION

Subject Matter Experts of the client are provided a platform to exchange tacit knowledge and drive conversations; in order to improve collaboration and innovation at the workplace. Client has embraced digital solutions to develop networks for linking people so that tacit and tribal knowledge can be shared.

04 LEARNING IN THE FLOW OF WORK

Client's multigenerational workforce has wider access and availability to content for whom learning is at the point of need - "Learning in the flow of Work". Client has reduced the distance and compressed the time between business need and learning ... to zero.

05 INTEGRATION

To bring the best of both worlds (internal content and external sources), EdCast's LXP provided integration with 3rd party platforms like LinkedIn Learning, GetAbstract & Josh Bersin Academy. It helped the employees in accessing the required external content and courses while being within the platform.

IMPACT OF EDCAST'S LXP

The Learning Experience Platform (LXP) powered by EdCast is enabling the client to set the foundation for a knowledge network and exchange in the organization thereby promoting peer to peer learning & true collaboration. Some of the key outcomes of EdCast's LXP for the client includes:

13.5K+

Users rolled out on Platform

33%

Monthly Active Users

85%

Adoption Rate for the platform

70%

Increase in training days

250%

Increase in course completions

The L&D team of the client has transitioned from only being a provider of programs to an L&D team which is embracing technology, predicting future learner needs and measuring learning impact.



ABOUT EDCAST

EdCast offers a unified Learning Experience 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, organizations are able to attract, develop and retain a high-performance and future-ready workforce. EdCast's offerings include its Learning Experience Platform, Spark for SMBs, Content Strategy & Solutions and MyGuide Digital Adoption Platform. EdCast is a World Economic Forum Technology Pioneer award recipient.

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