

CASE STUDY

SEE HOW ZEE HAS TRANSFORMED ITS LEARNER EXPERIENCE & LEARNING CULTURE, IN PARTNERSHIP WITH EDCAST



ZEE ENTERTAINMENT: REVOLUTIONIZING LEARNING IN MEDIA & ENTERTAINMENT SECTOR

Zee Entertainment Enterprises Limited (ZEEL) is a leading content company offering entertainment content to diverse audiences. With a presence in over 190 countries and a reach of more than 1.3 billion people around the globe, ZEEL is among the largest global Media & Entertainment Companies across genres, languages, and integrated content platforms.

To further develop the currency of creativity for which ZEE is well known, their leadership team investigated ways to provide their employees with a more holistic and personalized approach to professional growth and development.

THE PROBLEMS TO SOLVE

To build a culture of continuous learning and support the future vision of the company, ZEE was in search of a Learning Experience Platform that provides:

01

Personalization of learning for employees across the organisation

02

Content Flexibility in areas of techno-functional, behavioural & leadership skills

03

AI-powered platform to enhance recommendations & save time

THE EDCAST SOLUTION

Executives from ZEE Entertainment and EdCast during the solution design phase, ideated and came up with a learning strategy which had three distinct value propositions:

01

SKILL DEVELOPMENT
Upskill employees in practical skills aligned to business objectives

02

EMPLOYEE CENTRIC
Introduce a learning ecosystem that meets learners where they are, and offer what they need

03

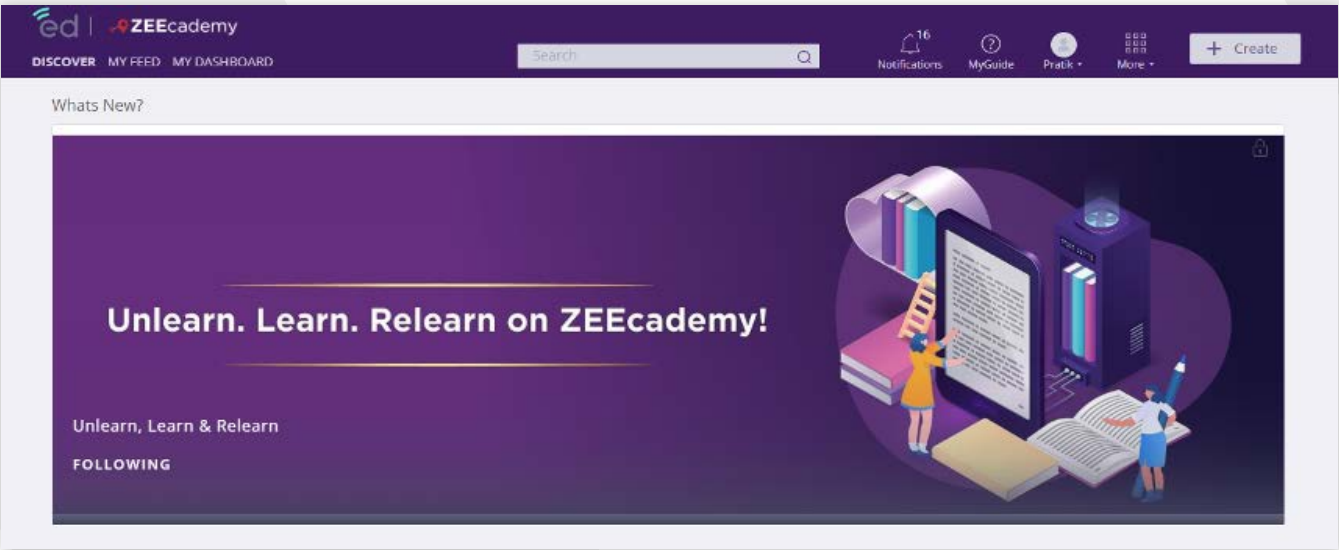
BUSINESS IMPACT
Maximize the value of learning and leverage tacit knowledge across the organization

PLATFORM DESIGN: ZEEcademy

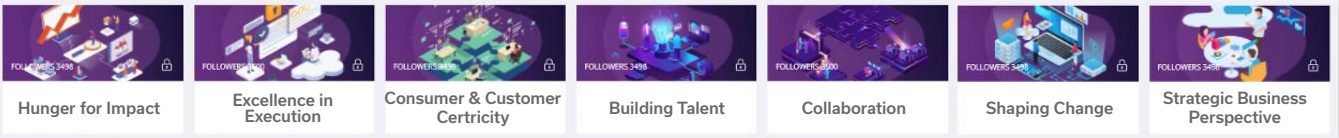
The L&D Team at ZEE in partnership with the EdCast implementation team, came up with a solution design that will suit every employee’s needs irrespective of job role or function. The idea was to provide a fully personalized experience to every learner, in line with their career aspirations and development goals.

The homepage of ZEEcademy is a repository of 4 carousels under which learners will be able to see relevant academies:

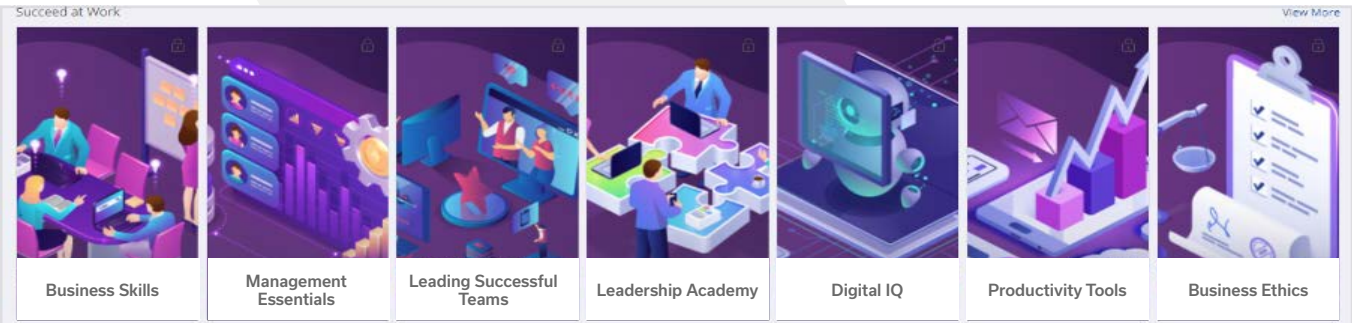
- 01
- What’s New:** This carousel has 1 channel - Unlearn, Learn, Relearn, that helps employees improvise their learning agility & inculcate a habit of continuous learning. It also has channels that are related to monthly learning campaigns basis the theme of the month



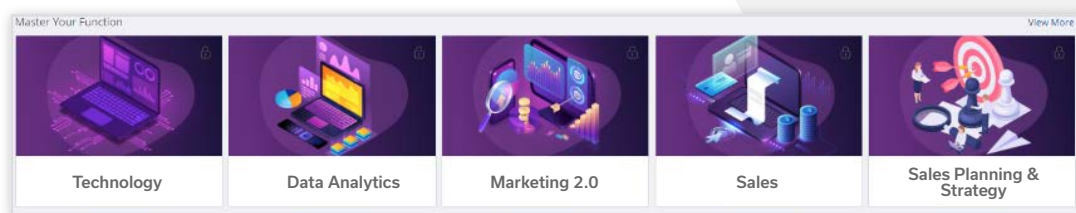
- 02
- ZEE 4.0 Transforming Together:** The next carousel covers all competencies required to make the dream of ZEE 4.0 a reality. This includes following 7 channels:



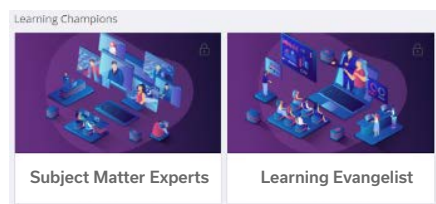
- 03
- Succeed at Work:** The next carousel covers all competencies required to succeed at work and perform better. This carousel has channels that will be visible basis individual’s level in the company:



- 04 Master Your Function:** The final carousel on the homepage covers all techno-functional content basis job functions. This carousel has channels that will be visible to employees as per their job function:



- 05 Learning Champions:** With an objective to crowdsource Techno-functional content from employees, this Carousel has been set up where Subject Matter Experts can learn how to translate their tacit knowledge to bite-sized content on ZEEcademy, and share their expertise with others.



The EdCast Learning Experience Platform redefined the learner experience and allowed ZEE to take a holistic and comprehensive approach to developing their employees.

The key features of the LXP that drove employee engagement:



Content Aggregation:

EdCast supported ZEE in onboarding and integrating with GO1, the world's largest content aggregator, which has more than 80K+ content assets from over 200+ content providers. This covered almost 60-65% of content requirements of the company. Most of these assets are bite-sized content that can be accessed easily by the employees, in the flow of work.



Personalization:

Customized academies (i.e., channels) & architecture was setup on the Learning Experience Platform for the employees, based on their functions such as Sales, Marketing, Finance etc. & job roles (i.e., Individual Contributor, Project Manager, etc.). The set up was designed in a way that employees can only see academies that are relevant to them instead of all academies.



Learning Goals:

We also ensured reduction in content search time for employees by setting up the 'Learning Goals'. EdCast AI Engine provides content recommendations for employees based on those learning goals.



Usability:

Timely notifications were enabled for employees on the learning platform to nudge them and bring them to the platform. ZEE also subscribed to EdCast's Mobile App, an extension of their LXP, to promote learning-on-the-go.

To build a culture of continuous learning, EdCast also offered Curation-as-a-Service (CaaS) for Techno-Functional content pathways that enabled learners to create a better foundation on key skills.



Analytics:

The Manager Dashboard Feature, enables managers to check the status & progress of their team's learning journey & have impactful learning conversations and coaching during their regular catch ups.

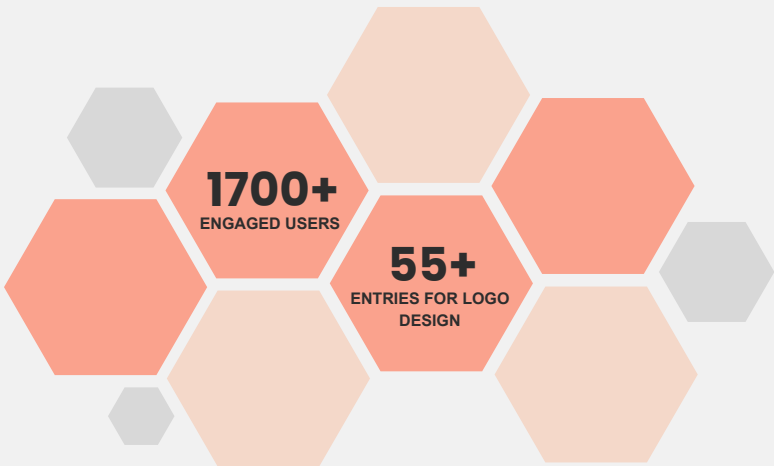
Deep Learner Engagement Programs: The Key to success

Investments in technology & tools alone are not enough. Success of any L&D program depends on how deeply the organization drives employee engagement programs to ensure adoption, that will eventually make every learner realize the importance of personalized, lifelong learning.

The L&D team at ZEE aroused interest in learners before the revamped launch of LXP & then created continuous interest through monthly campaigns as shown below, to enhance awareness about each and every feature of the platform and drive engagement.

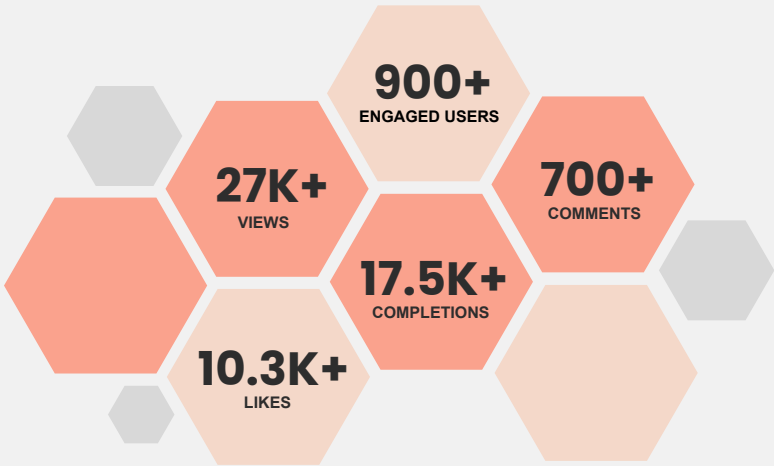
01 Leap of Learning

This was the very first campaign at ZEE which was run with an objective to understand the perception of ZEEcademy amongst employees & crowdsource the logo.



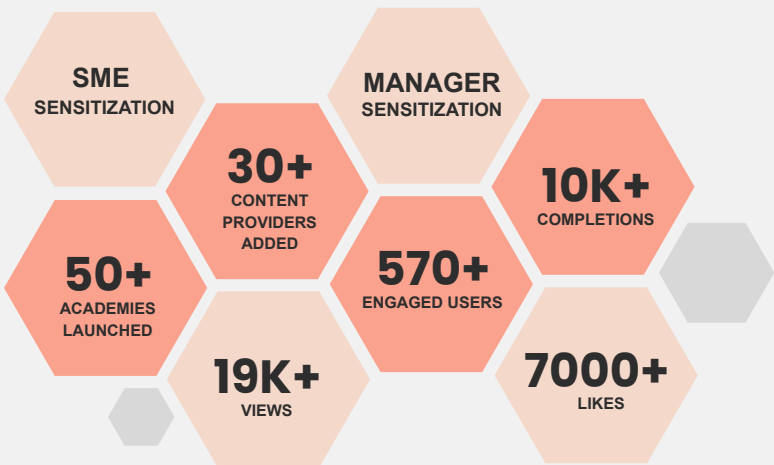
02 December to Remember

A campaign designed to pull employees on ZEEcademy to explore & consume content from the newly integrated provider GO1 & give feedback on the same.



03 Revamped Launch of the Platform

Basis the vision of the company, the whole ZEEcademy's architecture was revamped with launch of academies to make learners' experience personalized basis their level in the organization & job function. The learning experience platform was then re-launched in Jan'22 with a 360 degree communication plan for employees.



04

Very Berry February

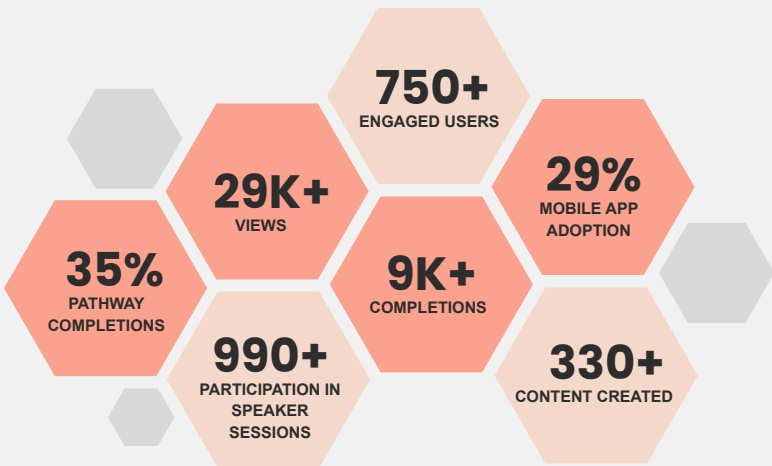
This campaign was run with an objective to enable employees to plan their learning by adding 'learning goals' on the platform to activate the AI recommendations on 'My Feed' section and featured content providers.



05

Arches of March

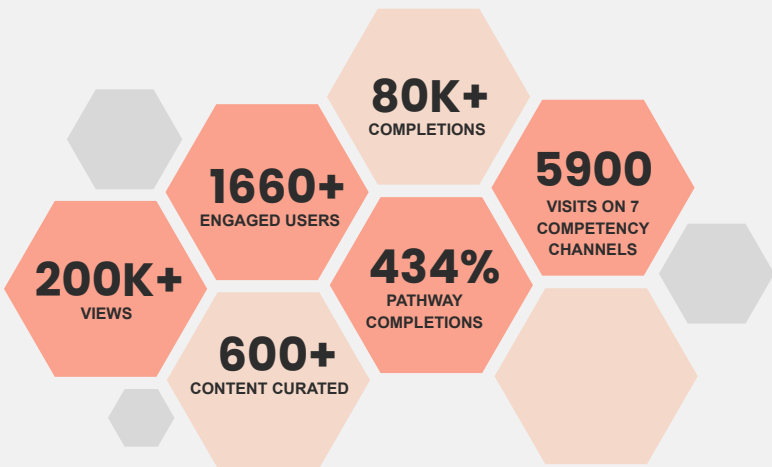
This campaign was designed with an objective to build a culture of content creation & curation within ZEE through speaker sessions & showcasing content curation capabilities in LXP. The second objective was to introduce learners to the EdCast mobile app and drive installs by engaging learners through a mobile exclusive quiz.



06

Maple Maypril

This campaign intended to refresh awareness about ZEE competencies, which form the bedrock of everything at ZEE & introducing them to LXP's academies & pathways. 7 competencies were introduced through channels (academies) filled with numerous pathways, smartcards & courses followed by weekly quizzes.



The innovative monthly campaign plans coupled with rigorous execution by the L&D team at ZEE ensured faster adoption of the revamped LXP. This was complimented with a Reward & Recognition program to motivate early adopters and create a solid pull for learning across the organization.

Souls of ZEEcademy:

Souls of ZEEcademy program recognizes & honors top-learners month-on-month under 4 categories:



Learning Maestros

Consistent campaign winners



Learning Champions

One-time campaign winners



Binge Learners

Consistent learners with good activity



Learning Advocates

HR Partners with highest participation of employees



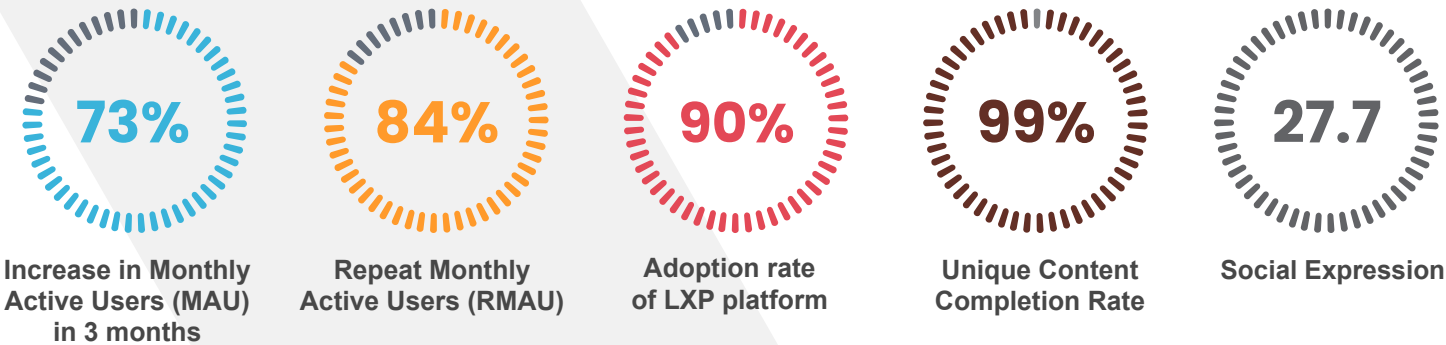
The Impact

ZEE adopted the Unlearn, Learn, Relearn model to improve individual learning agility and inculcate a habit of continuous learning across the organization.

A robust platform design coupled with a rigorous employee engagement model resulted in a dramatic impact on learner engagement and collaboration, thus helping ZEE transition from a top-down to a learner centric approach to L&D.

With EdCast LXP, ZEE is now driving a culture of learning that will foster the skills needed to meet today's business objectives and support the company's business vision for the future.

KEY OUTCOMES: CREATING NEW BENCHMARKS IN L&D



ABOUT EDCAST

EdCast, now part of Cornerstone, offers a unified Talent 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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ANIMESH KUMAR
President
HR & Transformation

“

Change is inevitable. Growth is optional.

This adage by the renowned author John C. Maxwell is what aptly defines a journey of transformation. Successful transformations are a series of small victories, orchestrated every day and not a grand momentous occasion or announcement. Keep it simple, small and keep at it every day. In today's day and age, companies must choose a path of continuous growth and learning to stay at par not just with competitors, but to also surpass their own standards to ensure that one keeps improving the benchmarks. This is an attribute that even individuals must possess!

This is exactly the attitude that ZEE has cultivated for its People; that is reflected via our AI-powered learning platform - ZEEcademy! A shout out to our platform partner - EdCast, without whom this transformational employee learning experience at ZEE would have been incomplete!

The practice to continuously learn has enabled us to beat the Global & AMEA benchmarks of learning and it makes me extremely proud to be a part of this amazing diverse workforce that aces every aspect of learning, leading to steady progressive growth.

Heartiest congratulations to the team and here's to a continued journey of Unlearning, Learning, Relearning. “



“

Building a continuous learning culture is no longer optional! As the world continues to shift towards the digital era and adapts to the new and emerging trends, companies must adapt and align.

A few years ago, the shelf-life of skillsets was unlimited. But today, new skills are becoming redundant in merely less than three years, which is exactly where the need to continuously upskill and create the habit of continuous learning emerges from. On this very quest, we at ZEE, were looking for a holistic LXP platform and our search ended at EdCast - a wholesome LXP provider powered by an AI-driven engine that enables smart and agile learning.

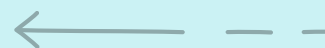
This has largely helped us in driving a culture of continuous learning by providing our People access to world-class content from various Ivy League & top Sources like HBR, Forbes, Simplilearn, EdX, Coursera, McKinsey, Ted Talks, Deloitte Insights, and many more. Apart from this, EdCast has also supported us by conducting a deep integration with GO1, the world's largest content provider that provides over 90K+ content from a diverse set of domains.

EdCast's intuitive architecture puts the learner in the driving seat and enables an ultra-personalized learning journey basis the job role, function, and learning aspirations, through various thematic academies including techno-functional as well as behavioural, and leadership competencies.

It has indeed been a truly fruitful partnership with EdCast.”



DHEERAJ JAGGI
Head HR
Content SBU & Head
Enterprise Culture and
Capability



Here's what ZEE's Learning Stars have to say!



“

I keep coming back to ZEEcademy to explore content not just from my field of expertise, but from other fields as well, which I may not have otherwise searched for. The ease of usage, meaningful recommendations and effective learning, are huge benefits for me as a learner.”

ROHIT SAINI
Sr. Data Scientist



“

ZEEcademy is a complete package for a learner, giving access to bite-sized learning modules coupled with interesting campaigns & quizzes every month.”

VIVEK PANDEY
Senior Editor, Digital



“

ZEEcademy makes learning easy and possible along with daily work. The learnings from all the courses that I completed so far have helped me to enrich my relationships with customers, both internal and external. Constant activities like quizzes keep me engaged and motivate me to learn more.”

SUCHITRA CHHABRIA
Director, Programming, Music Channel



“

ZEEcademy is the best platform for professional learning. It has a wide range of important topics covered in the form of bite-sized, easy to understand content formats. ZEEcademy also organises competitive events where I get a chance to win exciting prizes.”

SAURABH KUMAR
Sr. Manager, Broadcast Operations



“

ZEEcademy introduced me to new topics and made learning fun for me. The smartcard feature evoked curiosity as I immediately started exploring the topics. The platform keeps everyone hooked through active promotions.”

AMARPREET SAINI
Chief Channel Officer, Bhojpuri



“

ZEEcademy is conveniently accessible and provides a personalized and interactive learning experience which can be tailored to one's needs. Providing a range of courses from various recognised platforms and accredited universities, the platform ensures that there is an opportunity for everyone to learn.

REJO FRANCIS
National Sales Head



“

ZEEcademy literally knows what you want to learn. With AI based recommendation feature you get to explore loads of content on the topics you are interested in. As you read more, you learn more about the newer ways of working. I believe ZEEcademy is like a friend-who partners with you for your growth, helping you realise your dreams.”

KIRAN JAGTIANI
Asst. Director, Empolyer Brand



“

There is something for everyone at ZEEcademy. It provides the right tools to keep oneself updated in today's digital age. This kind of new-age learning aids in creating a competitive advantage that drives business performance.”

ADITI AWASTHI
Associate Director, Human Resources



“

The informative content shared on ZEEcademy is always on-point as it enhances one's skills. We can choose topics that are universally accepted, understood and applicable in the business which we are trying to grow as a company together. Being curious, eager and aware is what motivates me to learn more.”

PURVA JESWANI
Sr. Manager, Syndication Operations