



Allianz Global Assistance

'Edutainment': the formula for success

About Allianz Global Assistance

Allianz Global Assistance (AGA) is a global leader in assistance services and travel insurance, servicing more than 250 million customers every year. With over 600 employees in Australia and 10,500 worldwide, AGA provides insurance and emergency medical assistance, specialised patient support programs, property assistance services, roadside assistance services, and health insurance to overseas students in Australia.

Business & Learning Challenge

Allianz Global Assistance's learning and development team was small and rather young; established only a few years ago. AGA needed a learning partner who could be the "brains and brawn" for all elearning requirements across a broad range of departments and levels within the organization as they grew. Not only were employees growing in number and geographic location, AGA was expanding in service lines.

There was also a need to offer learning around changing employee lifestyles, including flexible working solutions, 24/7 operation, and a constantly changing industry environment.

Prior to Skillssoft, 100 per cent of learning had been facilitator led. This created challenges to service such a wide range of skill sets for the many employees in multiple geographic locations. Learning was predominantly focussed on induction training with limited application of continuous learning principles. Staff wanted more!

Employees were hungry for more diverse and flexible learning modalities that could increase their industry knowledge, be able to network and learn in groups, and the ability to learn at their own pace and at their own time. Because employees were peppered around Australia and New Zealand, the traditional form of trainer-led learning was becoming too rigid and ineffective.

Global Assistance

Challenge

- Limited internal L&D resources to develop and grow end-to-end programs
- Constant changing work environments/situations required flexible learning programs
- Scalability issues with facilitator-led training

Solution

- Work with a strategic learning partner who functions as an extension of the team
- Understand the target audience and offer learning that is immediately relevant to them
- Develop an engaging communications campaign to keep them excited and motivated to learn

Results

- Huge increase in the level of engagement and adoption never seen before
- Employees feel more valued and invigorated in their roles resulting in higher productivity organization-wide
- Learning is standardized, scalable and measurable in all locations

AGA's Approach & Business Outcome

From the very outset, Allianz Global Assistance was determined to get employees excited and engaged in this new form of dynamic learning.

The development of T.I.M. (Training in Motion) – a character who loves to learn, and combining it with the concept of 'edutainment', AGA was set to launch elearning in a unique way never seen by Skillsoft before.



T.I.M. was "adopted" by many teams. Here, he is dressed as a Roadside Service Agent.

A teaser campaign was created to foster excitement and engagement for a new way to learn. Following an initial email, the teaser concept began with A3 posters placed around the building, with an image of the character and a series of messaging introducing T.I.M. (but not yet revealing what T.I.M.

Our teams feel more valued and invigorated as they are simply excited having access to such great learning resources.

*Jo Maddock
Learning & Development Manager,
Allianz Global Assistance*

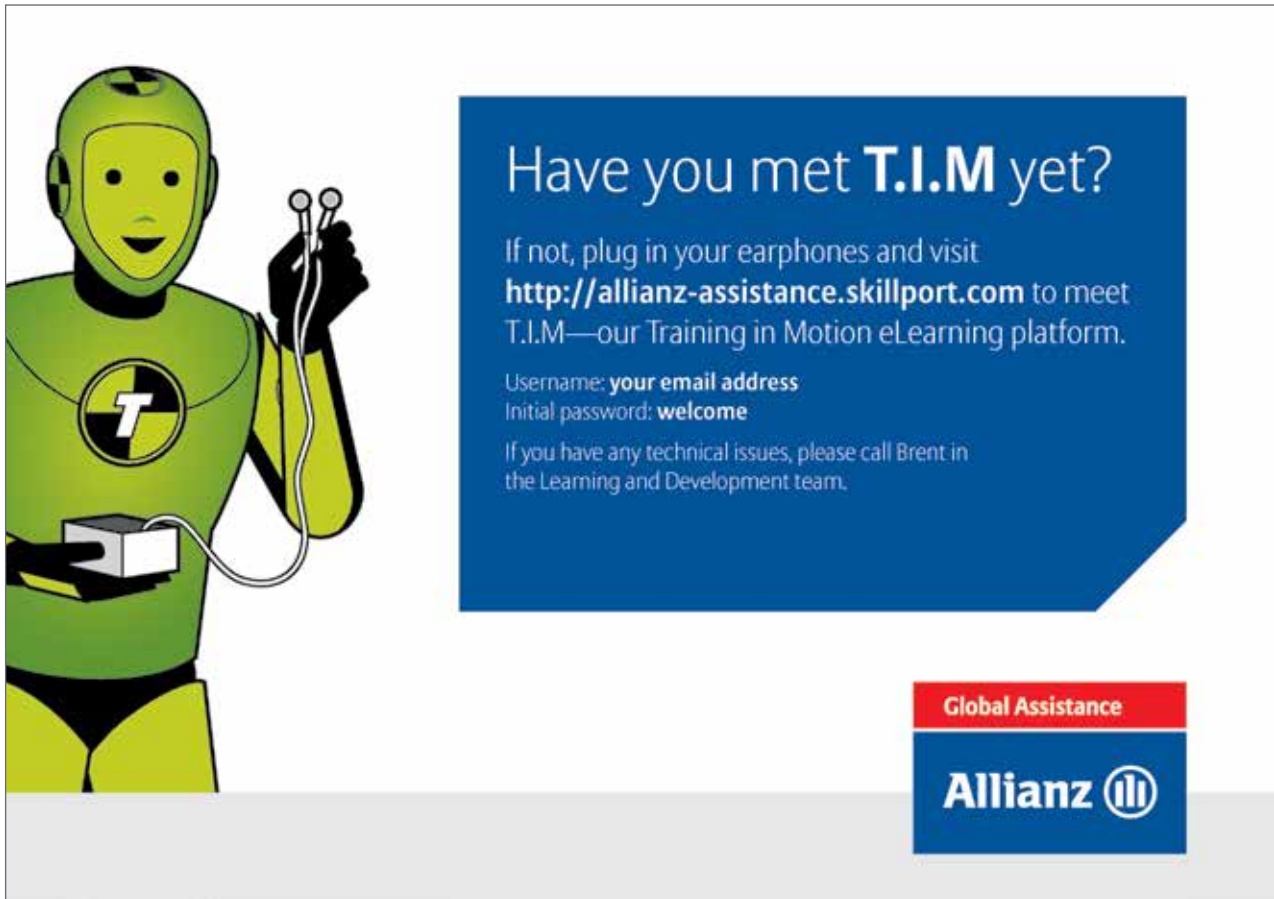
was). Following this, earphones were desk-dropped with messages about being 'edutained'. This campaign created a lot of curiosity on who and what T.I.M. was about.

The official launch and unveiling of T.I.M. continued with 1.5m tall cardboard cut-outs of T.I.M. placed all around in AGA buildings. Included in the celebrations were popcorn, green balloons and A3 posters highlighting what learning courses were available. There was also an official invite from T.I.M advising the new learning platform was ready.

Launching the elearning initiative with T.I.M. guaranteed that employees already became engaged and intrigued by the elearning journey ahead.

T.I.M. fostered widespread anticipation across all levels of the organization for the elearning program rollout, resulting in levels of mass engagement and adoption never attained before:

- 287 team members logged into T.I.M. within 48 hours.
- 2,000+ log ins have been recorded within 6 months.
- 700+ course completions have been recorded within 6 months.
- 2,000+ log ins have been recorded within 6 months.



A sample of the posters placed around the building

Today, AGA's employees have cost-effective online educational tools to enhance their career skill sets and align these aptitudes with their personal growth goals; reflecting AGA's company values and commitment to employees, while achieving business growth. Across the board, employees feel more valued and invigorated to perform their roles at a higher standard, leading to greater productivity and service level.

Learning is now standardized regardless of employee location, can be easily tracked and measured, and tweaked with ongoing analysis where skill-gaps may lie, allowing AGA to anticipate learning requirements that may affect positive business results.

Why Skillsoft & Elearning

Early in 2012, Allianz Global Assistance decided to go on the elearning journey with Skillsoft. With the organization growing, the expansion for learning was a given and Skillsoft had the capabilities to reach all their employees across all layers of the organization.

The learning needed to be contemporary, dynamic and engaging, across all levels and departments within the organization, and Skillsoft provided an elearning platform that would meet their business objectives and satisfy their employee learning needs.

The partnership with Skillsoft included a dedicated team of learning experts that not only possessed the knowledge and expertise, but were able to provide proactive on-going support, innovative and scalable solutions that were critical to AGA's growing training development cycle.

Jo Maddock, Learning and Development Manager, Allianz Global Assistance, says, "The benefit and innovative scope of Skillsoft lies in its knack to create a solid connection with the client. At Allianz Global Assistance, we believe in taking a true partnering approach with people that we work with. Skillsoft has surpassed all product, service and support expectations to-date."

"Skillsoft has an underpinned awareness and clarity that corporate training must be aligned to business goals. The team's willingness to listen and act on our recommendations, feedback and needs, is a testament to its innovative corporate training mission."

AGA's Key Takeaways

- Identify your strengths and weaknesses as a L&D team and determine what you need.
- Find a learning partner that not only understands your business objectives but treats your business as their own.
- Know your audience and find creative ways to engage them.
- Trust that your learning partner will have varied solutions and know that it is your responsibility to implement them.



Promotional sticker attached to earphones that were desk-dropped to all participants prior to T.I.M.'s launch.



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