



Rapid Development

M- Learning

Custom Learning

AR / VR

Adaptive Learning

Gamification

Localisation & Translation

Blended Learning

CASE STUDY

MULTIVERSITY

User friendly & interactive course for a large Financial Services Company



Customer Profile

A large **Financial Services** Company with more than **20,000 employees** deals with an array of products such as finance, investment, and insurance.

Quite recently, the company has spread many of its branches in rural and urban locations. As a result, it has a **growing number of employees and new products**. Since it has transformed into a fast-growing organisation, it needs to train its employees. The training is mainly for their new products and systems.

Customer Needs and Challenges

The company was launching a **new web portal** to ease the home loan process for their customers. The portal was designed to enable its customers to view and shortlist properties. The range of projects was varied and spread across cities. The real estate facilities came with personalized assistance from the process of visiting the facilitates to making a purchase.

This portal was targeted such that it could be used by **Sales Managers** and **Telecallers** to assist the potential customers.

Challenge

As the portal was new, the employees needed to understand its features and functionalities. The Sales Managers and Telecallers needed to be familiarised with the functionalities of the portal such that it could match their respective roles.

Hence for us, there were three objectives to be achieved:

- o Explain the new web portal.
- o Explain the features and functions in the portal to be used by Telecallers.
- o Explain the features and functions in the portal to be used by Sales Managers.

So, to create content to explain the portal, we needed to create **simulation-based activities** and creating such interactivities to achieve the three key objectives meant increase in duration of the seat-time beyond thirty minutes.

Multiversity's Solution

So, we came up with an approach to the problem. We suggested the course be divided into three topics:

- a Topic 1 would cover the overview of the web portal.
- b Topics 2 and 3 would cover the features and functions specific to Telecallers and Sales Managers.

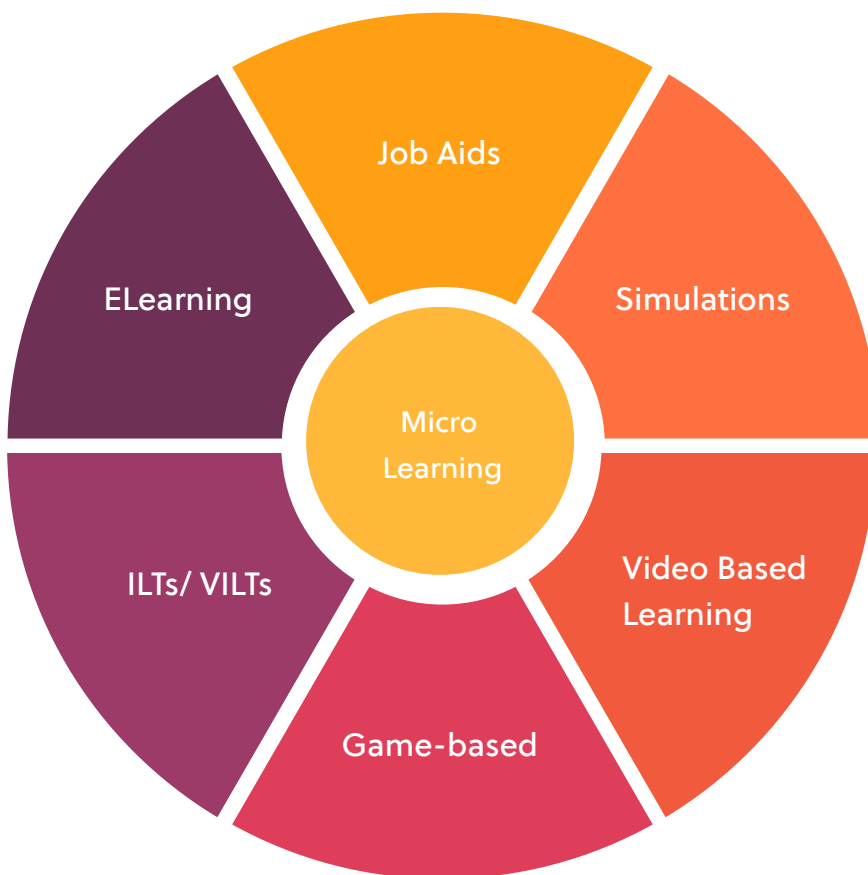
The course was designed and developed for the following three:

- o Portal
- o Telecallers
- o Sales Managers

Building the Project/Solution

Leveraging Multiversity’s agile working methodology and quick solution-oriented workflow, we provided an innovative and a timely solution for targeted and focused learning. This involved mapping out existing content, breaking it into topics and subsets and then redeploying the content in a mobile-friendly format.

In addition to the shortening of the course duration, we also designed the learning nuggets that were easily digestible and did not consume on learning time. This used the pull strategy to attract the attention of young learners; our Target Audience. The host of modalities that we designed and developed later for the same client are:



Rapid Development Tools

- Articulate Studio
- Articulate Storyline
- Captivate
- Adobe Publisher
- Lectora

Development Tools

- HTML5
- PHP
- .NET
- JavaScript
- CSS5
- AngularJS

LCMS

- XYLEME
- OutStart
- GnosisAuthor

Business Outcome and Reach

This was the first time the company was entering into the Housing Finance market and they needed to reach out to the maximum number of customers. The customised portal that was the interface to the market was crucial for the employees to not only understand but operate.

The user-friendly & interactive course for the portal that we designed has reflected in better learner engagement. The sales managers could reach out to the maximum number of the customers. This proved that the employee performance reflected the business it would generate. It **has reached 2,000+ users as of today.**

Our Client (Financial company) is now a new entity and growing.

Multiversity – The Right Choice

Multiversity helps organizations rapidly transform talent by providing customised solutions for improving employee performance by providing the best learning solutions that are value for money and keeping in the ROI that is crucial for any training initiative.

For more information about Multiversity

+91 20 6694 1862

SALES CONTACT

India - +91 88882 93524

USA - +1 408 933 9596

EMAIL US

elarning@multiversity.co.in

WEBSITE

www.multiversity.co.in

