



## Customer Profile

The client, which is one of India's **largest Public Sector agricultural bank**, is an apex development financial institution in India, headquartered at Mumbai with regional offices all over the country. It is the most important institution in the country, which looks after the development of the **Agriculture, Cottage, Small Scale and other Rural industries**. It is active in developing financial inclusion policy and is a member of the Alliance for Financial Inclusion.

## Customer Needs and Challenges

The institution has 400 odd district offices at district Headquarters along with 4 training institutions. The client wanted to impart Knowledge, improve Skills and re-orient attitudes for individual growth and organizational effectiveness'. In terms of Training Methodology, the client had decided to adopt e-Learning mode apart from classroom training.

To augment the classroom training process, the client wanted to develop and deploy customised eLearning Modules for teaching its' geographically dispersed staff about its business processes, general business and IT skills etc. They had a requirement to train their employees across country in a self-paced asynchronous mode.

## Situation & Challenges

There were two main challenges:

- o The client was new to eLearning.
- o Around 60 eLearning modules were to be delivered within a span of 24 months.

The typical challenge of a huge project with a tight timeline arose, and we had to adhere to strict quality norms pronounced in the clauses of client requirements. The content that we had to deal with was on varied topics. These included:

- o Finances for Rural Infrastructure Development,
- o Effects of Climate Change on Agriculture,
- o Significance of Micro, Small and Medium Enterprises,
- o Credit Planning and Monitoring,
- o Development Funds and more.

The challenge continued with the fact that the main stakeholders of the project, the Subject Matter Experts (SMEs) were new to this medium of information and training. Hence, the Multiversity team had to be proactive while interacting with the team of SMEs.

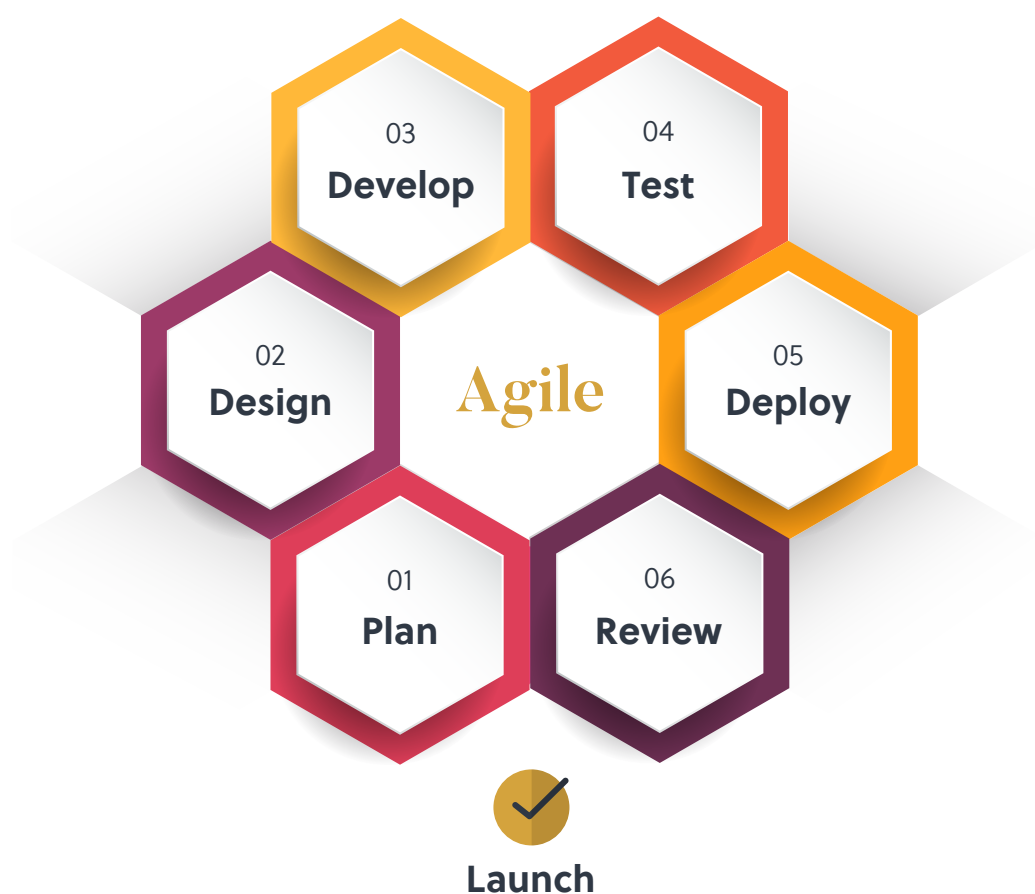
The challenge continued further when the development started and after the raw content was

structured. This structure of the module was presented for review to the stakeholders and since the medium was new for the SMEs, they found it difficult to visualize the entire presentation of content. Hence, constant involvement of all stakeholders with the Multiversity team was brought into force to seamlessly carry on flow of information and understanding of the tasks.

## Multiversity's Solution

In the face of such unforeseen challenges and risks, and in order to meet the volume of the courses:

1. The modules were categorised into batches and targets were set to complete the courses batch wise.
2. To combat the challenge of SMEs' clarity on the course output, Multiversity decided to share interim versions closest to the final output, which we called functional storyboards.
3. Therefore, Multiversity proposed an Agile workflow process to counteract the timeline challenges.



Following the **agile work flow**, we created templates for the initial set of courses to speed up production. These templates were used for few consecutive courses and it significantly reduced the

production time. We later, customised the screens to break away from repeated layouts and designs.

Since SMEs found it difficult to visualise the word format storyboard, Multiversity developed **functional storyboards** using an authoring tool **Articulate Storyline**. All elements, such as, onscreen text, images/graphics, and basic interactivities were put in place. This helped both, the SME and the Multiversity team, to speed up production and reduce the multiple rounds of review cycles. A customised player was created using the client's branding guidelines for the courses.



## Results

A total of **1200 screens**, that is approximately **25 screens per module** were developed. This summed up to about **30 hours of content, developed in 24 months**.

The e-learning courses are now serving the training needs of over **2000 geographically dispersed employees of the bank across the country**.

They can undertake the training from any location at their own pace versus getting them from across country to a single location.

The client approved the solution of functional storyboards, which in turn helped us achieve the deadlines. All our proposed solution proved fruitful. Now, at the end of the second year, all the courses are delivered and approved.

We now have a satisfied client who looks forward to their continued business association with Multiversity.

## 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

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