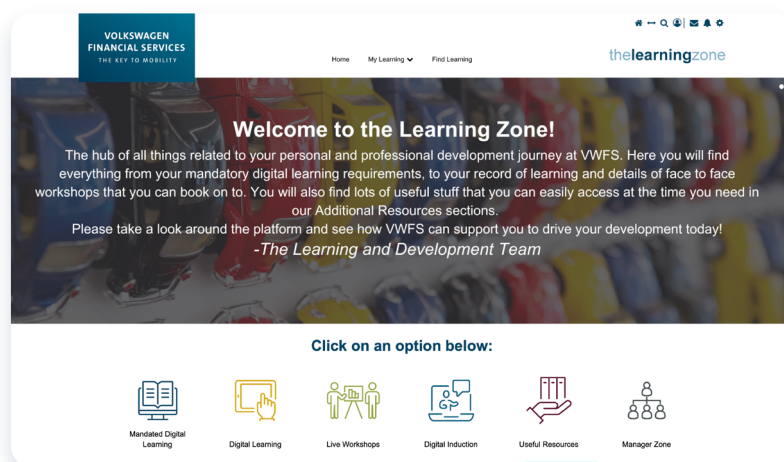


# Volkswagen Financial Services

## Driving increased learner engagement at Volkswagen Financial Services

### Background

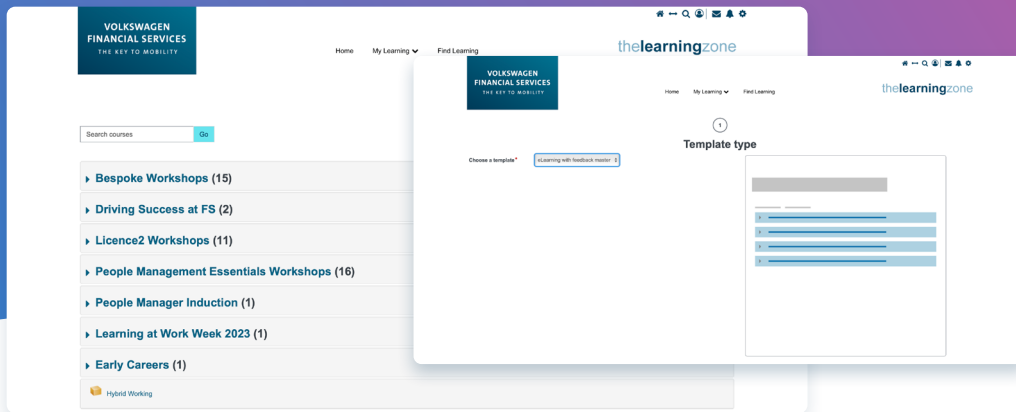
Volkswagen Financial Services - VWFS - prides itself on being a great place to build a rewarding career, providing all colleagues with a fantastic working environment, to continually develop their skills.



### Challenge

The team at VWFS recognized the need to adapt to a blended approach for their soft skills offering, to better support different learning styles, offer instant access in a time poor environment and inspire a change in the company towards self-directed online learning.

The HR team wanted to increase engagement amongst colleagues by adopting new technology which also included more efficient methods of reporting.



Their wish list of a new system to support a blended approach included:



Low cost implementation, offering clear ROI



Balance of engaging content with mandatory courses, to increase enthusiasm and uptake



Integration with the company's HR system



A platform to centralise documentation and onboarding administration



Seamless reporting, at a glance – to see who was compliant and who needed training



A consistent experience that transitioned smoothly from company website look and feel



Responsive design theme – allowing users to access from their choice of device



Reporting dashboards to measure and monitor individual or group progress with ease



Supports blended learning programs

## Solution

A fresh approach included launching a new learning management system – TheLearningZone – using Learning Pool Platform.

VWFS also adopted soft skills online learning in the company, using a range of Learning Pool's off-the-shelf collections, giving the staff at VWFS access to over 20 modules to support their development and mandatory requirements.

Covering a diverse range of topics, from bespoke financial crime and bribery and corruption courses to readily available soft skills content such as developing your leadership style, the engaging e-learning content is now available to colleagues, supporting the classroom training already in place.

The collaborative approach with Learning Pool meant it was an incredibly cost-effective solution. VWFS use the ILM recommended Business Skills collection to support its soft skills and tailored content in Learning Pool's Financial Services collection, to meet its learning goals.

Using existing features in the platform, the learning and development team has tailored TheLearningZone to different departments, so each learner sees what is relevant to them, giving a truly personalized experience.

Managers can now also easily track and report on of all the certification activities and CPD completed by learners, at the touch of a button. The learning and development team also have access to a visual dashboard, so that they can plan and take action when they need to.



“TheLearningZone means learning is engaging, useful and fun! Being able to learn at my own pace and to dip in and out of the training is a big plus for me, with my busy work day.”

Tracy Dunning  
Learner at VWFS

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Compliance training is a key priority of all organizations and was one of the fundamental elements for VWFS to ensure the continuous development of their colleagues.

The functional use of the technology, with features such as certification and integration with HR systems, means that user information is automated, tailored and consistent, all as standard.



“Working with Learning Pool, has not just been about the effective technology. Having a dedicated Learning Consultant is fantastic, and Maeve is only a phone call away, right when I need her.

The support from the wider team is second to none, and we have built a wonderful relationship to help achieve learning goals at VWFS.”

Julie Stayte, CHRO

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## Results

A team manager at VWFS is just delighted with the new system, and said:

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“It’s a great way to maintain a reliable record of all my teams’ learning and professional practice and to see who is compliant at the touch of a button.”



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VWFS were keen to ensure it fully understood its audience and to find creative and clever ways to deliver material. By developing highly interesting and effective online training courses have enabled colleagues to successfully support the organization’s goals and values.

The company now uses e-learning as an everyday part of its training process; users have adapted, embraced the technology with enthusiasm, and the team reports a real buzz about learning and development throughout the organization.

