



Case Study

Personalized, Data-Driven Content Curation for the Extended Enterprise

A customized content curation platform for a Fortune 50 global financial services company to enable learners to access personalized external content on demand.

Content Curation and Learner Engagement

Overview

Our customer is a Fortune 50 global financial services leader. The company serves millions of customers in nearly 50 countries worldwide. They offer their products through a vast global network of distribution partners such as Bancassurance (bank distribution partners), direct & telemarketing, as well as employee benefits.

To improve customer experience, increase distribution partner productivity, and to gain competitive advantage across its global footprint, our customer wanted to strengthen distribution capability, ensure the right solutions for the right customers, and find ways of differentiating from the competition through business insights and big data analytics.



At a Glance

- **Industry**

Financial Services

- **Location**

Global

- **Challenge**

To provide targeted and personalized curated content relevant to 424,000 learners across 50 countries at their point of need.

- **Solution**

An advanced technology platform that leverages 'best of breed' artificial intelligence to enable on-demand, real-time access to personalized and curated learning journeys as well as 'real-time' performance support at scale.



Challenges

The Distribution Academy is responsible for training and developing our customer's employees and distribution partner Sales Associates, and works with the Lines of Business to create competitive advantage for the organization. It utilizes scalable learning and performance solutions that enable distribution and talent development, drive sales productivity, and deliver sales excellence. The Distribution Academy targets 24,000 employees and 400,000 partner Sales Associates across 50 countries.

One of the key challenges of the Distribution Academy was to provide personalized and targeted curated content to learners at their point of need. However, with a plethora of external content available, it was challenging to come up with a solution that would offer relevant, curated content which was personalized at scale for a learning ecosystem.

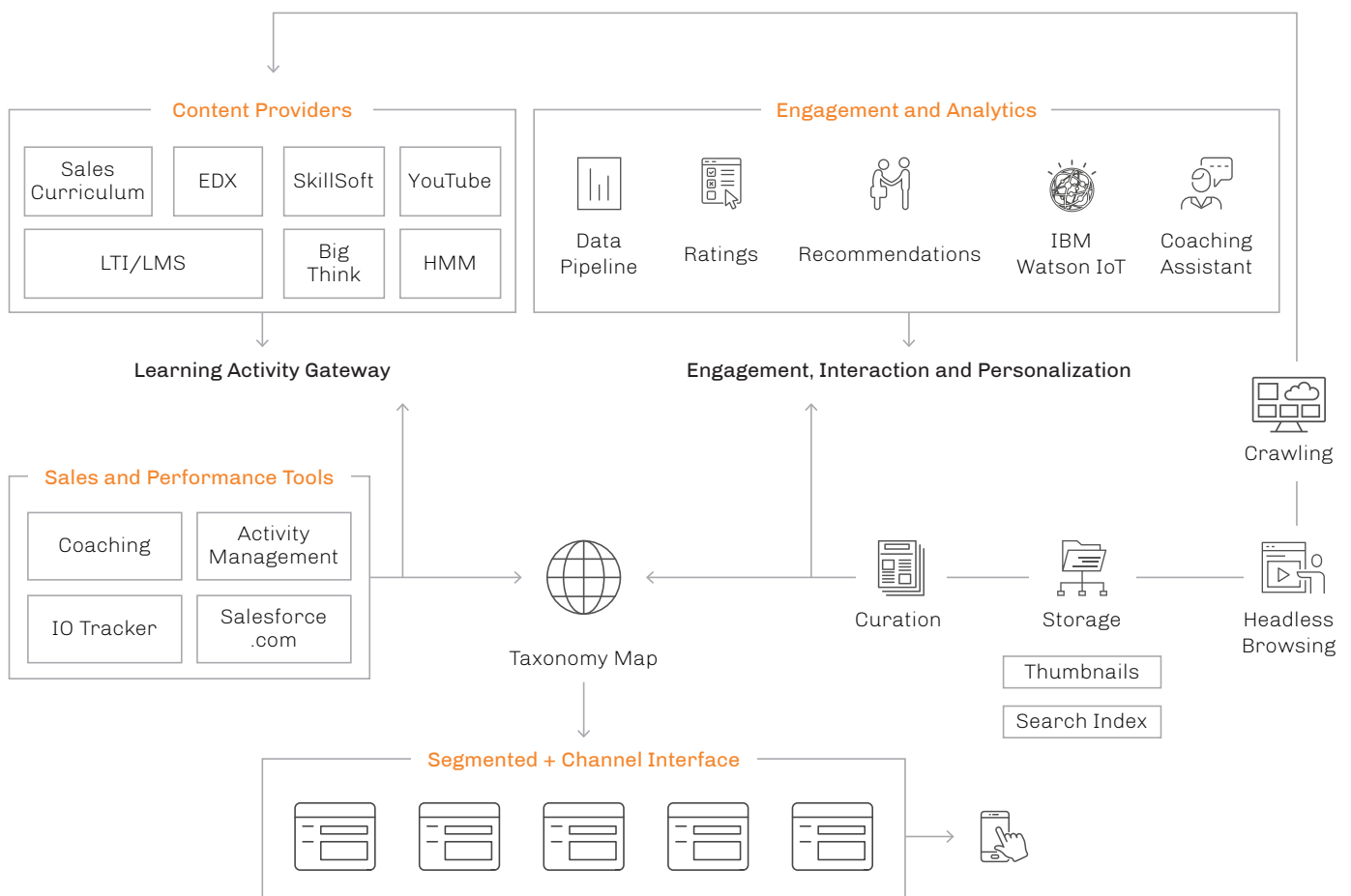
Solution

As part of a larger blended learning system, one of the key components of the overall Distribution Academy solution was the Distribution Academy Platform (DAP). As shown below, DAP is the backbone of the Distribution Academy and provides one-window access to the world of learning and sales support. The platform which leverages 'best of breed' artificial intelligence engines enables on-demand, real-time access to personalized and curated learning journeys as well as 'real-time' performance support.

The learner and performance-centric platform blends formal and informal learning components to assist in 'best practice' sharing, by providing a unique and engaging user experience. The platform encourages engagement and interactions that enable learners across geographies to collaborate for social learning and knowledge exchange. The platform has been architected by the Distribution Academy and is co-owned by the customer and NIIT.

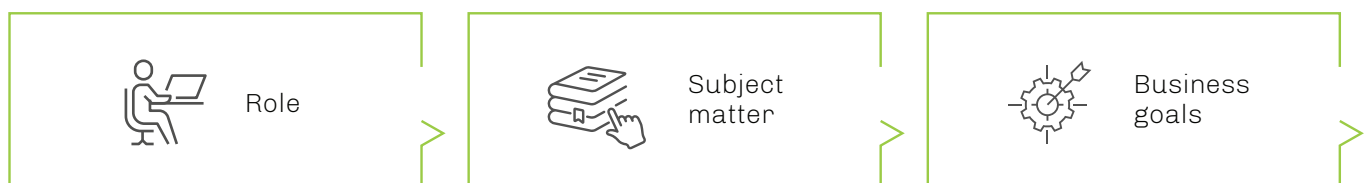


Distribution Advantage Platform – Modular “Open” Plug-Play Framework



DAP serves as a gateway into the world of learning and is a single-point access for the learner's training and performance support needs. DAP was innovatively designed to provide a user-focused experience to address the evolving learning needs of the organization.

The platform provides taxonomy-driven learning journeys targeted for specific audiences based on:



The 'Plug-and-Play' characteristics of DAP support third-party extensions providing a wide range of informal learning and reference materials from various channels, including:



The platform utilizes an automated 'crawler' that browses the internet for third-party websites for the latest additional resources based on specific keywords and integrates these updates with the prescribed learning journeys. These resources, which are primarily video-based content, are then recommended to the learners based on:

The current learning material they are accessing

The popular resources among the other learners with a similar role accessing the platform

Distribution Advantage Platform - Key Features

To Do:

- > Launch formal courses
- > Learning interventions
 - As per learning outcomes/goals

Learning Journey:

- > Personalized learning paths
- > Multiple navigation to learning content
 - Task-based
 - Decision-focused
 - Solution-based
 - Example-based

Recommendation:

- > Learning content recommendation based on profile
 - Trending

External Tools:

- > Custom tool integration
 - Sales skills coaching
 - Sales tools
 - Input/output tracker
 - Activity management

Convenient Access:

- > Aggregation of all learning activities in one place
 - Launch all learning tools and aids in one place

Social:

- > Comment on content
- > Contribute/share content
- > Coaching assistant (Bot based question-answer)
 - Machine learning & trained by experts
- > Digital coaching

Analytics:

- > Profile patterns
- > Suggest personalized paths
- > Identify GAPS
- > Recommend learning content
- > Aggregated reporting/insights

Mobile App:

- > Leverage mobile as a medium to drive back to the portal

Adoption Thinking:

- > Custom engagement
 - Personalized content
- > Greetings
- > Reminders

Curation:

- > Machine and expert curation
- > Crawling

The platform is mobile-friendly. Learners can access formal and informal learning solutions when and where they need it most. The platform is device-agnostic and allows the learner to learn on any device and move seamlessly from the browser on their laptop to the browser on their smart phone to continue a learning activity without disruption. The enterprise-wide platform enables managers to effectively monitor performance, with big-data analytics reporting.

The platform has unique features. These include:



A built-in virtual state-of-the-art meeting and classroom environment that enables expert panel discussions, online coaching sessions, and on-demand collaboration via chats.



An 'ask the expert' feature that utilizes artificial intelligence to respond to a learner's queries and provide on-the-job performance support.



The platform also enables automated multi-language translation and subtitling, hence transcending geographical and language barriers.





Business Impact

Through the advanced technology of the Distribution Academy Platform, our customer has been able to curate content from various channels, filter it through artificial intelligence engines and big data, and serve it to learners based on their personalized needs of role, subject matter or business goals. Through the DAP, learners can view relevant content from a variety of channels like TED Talks and YouTube without having to spend precious time searching for the most useful and relevant content at their point of need.

The platform enables extensive curation through various channels to cater to the learning needs of over **424,000** learners in **50** countries worldwide.



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For questions or comments, please write to businessimpact@niit.com.