

Case Study: Bankers Life



About the Organization

Bankers Life is a subsidiary of CNO Financial Group, middle-income America's valued financial security partner. Bankers Life offers a broad selection of life and health insurance products designed especially for Americans who are near or in retirement.

Organization Needs

Bankers Life felt that their previous evaluation solution required too much time and effort to administer the surveys and analyze their results, limiting their ability to act on the data in a timely manner. They were determined to invest in a solution that would improve administrative efficiency with enhanced reporting capabilities.

Why Performitiv

Performitiv was selected because of its ability to automate the entire evaluation process, from survey distribution to reporting and data analysis, through an API integration with the Bankers Life LMS. This allowed the Bankers Life team to allocate more of their time and resources towards taking action on the data to improve program impact.

Description of Use

Bankers Life deploys multiple modalities, including instructor-led (live and virtual), experiential, and online learning experiences, with many programs utilizing a blended approach. They use Performitiv to evaluate agent development, financial and investment advisor development, and management & leadership development programs. As a founding corporate member of the Talent Development Optimization Council (TDOC), Bankers Life utilizes the Net Impact System methodology to showcase learning value. Their strategy pairs Performitiv data, such as custom business alignment outcome indicator questions, with hard data to demonstrate a program's impact on actual business results. They also use Performitiv data and insights in decision-making. When designing major program updates, they use Performitiv insights to determine specific areas needing improvement. When restructuring a large and highly visible online program, they opted to shift to individual modules based on learner comments. And lastly, Performitiv insights helped identify the strengths and improvement opportunities during the transition from live, in-person ILT programs to virtual delivery during the COVID-19 pandemic.

Results

By integrating with Performitiv, Bankers Life has been able to significantly reduce administrative efforts, instead turning their focus towards taking action on data and demonstrating learning's value to the business.