

Case Study:

Billion-Dollar Financial Services Firm



About the Organization

The organization is a multi-national, multi-billion-dollar organization operating in the financial services space. They are a Fortune 500 company with over 22 million customers and over \$650 billion in assets under management.

Organization Needs

The organization felt its prior learning evaluation software provider was complex and costly to maintain over time. They had both technical training and general L&D using the system but had recently migrated off of the platform and were using the LMS evaluation tool. Unfortunately, the LMS was too basic and was resulting in high administrative efforts to customize reports and analysis.

Why Performativ

Performativ was selected because it was a highly cost-effective solution compared to the prior vendor and the internal costs of customization in the current environment. It was also a much simpler interface to administer and view reports. The organization valued the Performativ team's expertise in helping them implement the solution to best meet the measurement needs of the organization.

Description of Use

The organization has been using the Performativ system for instructor-led training events. To date, the organization has collected thousands of data points that result in meaningful impact ratings. It is a simple, concise and automated method to gather feedback. Systems training, procedural training and risk management training are evaluated through Performativ. Performativ's automated algorithms analyzed comments made on recent sales systems trainings and highlighted several negative comments. This led to a quick identification of training that was not providing impact to a subset of the trainees, prompting changes to mitigate future negative impact and waste.

Results

The organization has proactively used Performativ information to take action on the data and make positive performance improvements. Further, Performativ's shareable reports are active and automatically update as new data is received, allowing the organization to easily email report links to stakeholders, making these recipients more active users of the information and more engaged in understanding the impact the learning has on their personnel.