



# **Case Studies of E-learning Projects Done for the Banking, Finance & Insurance Sector**

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## What is E-learning?

**E-learning** is a new generation tool in the training sector which includes all forms of electronically supported learning or teaching. E-learning is the computer and network-enabled transfer of skills and knowledge. E-learning applications and processes include Web-based learning, computer-based learning, virtual education opportunities and digital collaboration. Content is delivered via the Internet, intranet/extranet, audio or video tape, satellite TV, and CD-ROM. It can be self-paced or instructor-led and includes media in the form of text, image, animation, streaming video and audio.

As you know, In today's economy, even with a high-value returns on investment, the high cost of developing people always exceeds organizational budget - Both in the area of soft skill training and hard skills which are easily observed, measured and quantified such as financial procedures, computer skills, project management, etc. To counter this high cost of training, computer based training or ILT was introduced. It offers a cost-effective platform which helps to reduce the training costs of companies by as much as 90%. With traditional training, the more people being trained, the more geographically dispersed they are, needless to say the greater the training costs. Often, the money isn't even spent on the actual training; it goes toward airfare, lodging, meals and refreshments, and conference room rental. With e-Learning, the cost stays the same whether you're training 100 people or 1,000 people, and 100% of your training money goes toward training. Companies with large and spread out distribution chains use it to educate their sales staff as to the latest product developments without the need of organizing physical courses.

E-Learning has now been adopted and used by various companies to inform & educate both their employees and customers.

A learning management system (LMS) is software used for delivering, tracking and managing training/education. LMSs range from systems for managing training/educational records to software for distributing courses over the Internet and offering features for online collaboration.

A LMS allows for teachers and administrators to track attendance, time on task, and student progress. LMS also allows for not only teachers and administrators to track these variables but parents and students as well. Parents can log on to the LMS to track grades. Students log on to the LMS to submit homework and to access the course syllabus and lessons.



**Advantages of Elearning:**

- Learning can happen at any time and at any place.
- Large number can be trained with miniscule investment.
- Learning can be according to the learning pace of the individual.
- Learning can happen according to the learning style of the learner.
- Training can be standardized



**History of Enhance Systems Private Limited**

Enhance Systems Private Limited is an eLearning company based in New Delhi, India, and has been engaged in providing customized eLearning solutions for over 12 years. It has the experience of over 17 years in project management, instructional design and offshore software development, 14 years in marketing and sales and 30 years in programming and media creation. Enhance Systems focuses on design and development of state of the art Learning content and applications. Enhance customers include many Fortune 100 companies and reputed Indian companies, like AT&T, PepsiCo, Coca-Cola, Nestle, Hewlett Packard, Xerox, Ranbaxy, Canon, ICI, Bharti, BILT, Tata Telecom, IIT, ICICI Bank, Hindustan Unilever, IDBI Bank, Indiabulls, BBC Sparta, Reliance General Insurance etc. "Delight through learning" is the motto, and believes they have enabled superior learning for our customers through "total eLearning solutions" services which include developing customized content, eLearning software and training management software.

Enhance LMS has been installed at 12 sites. These are Airtel, Avaya Global Connect, Xerox, IIT Delhi, ICI, Reliance Life Insurance, Reliance General Insurance, ICICI Bank and Hindustan Lever. Besides there are modules on simulation working at ICICI Bank which is a LMS by itself. In the insurance and finance sector it is installed at Reliance Life Insurance, Reliance General Insurance, ICICI Group, Religare, and Wealth Zone. Assistance in content development has

been done in the above accounts. Besides for the finance and banking sector content has been also provided for Centurion Bank of Punjab, IDBI bank, ICICI Prudential, ICICI Lombard and India Bulls.

Besides this they have developed about 2000 hours of learning content and is now taking care of the learning needs at ICICI Bank, Centurion Bank, IDBI Bank, Nestle, BBC Sparta, Coca Cola, ICI, AT&T, Avaya, Hewlett Packard, Canon, Xerox, Frito lay, IIT Delhi, Bharti, BILT, Amway, Hindustan Lever, India Bulls, Reliance General Insurance etc.

## Case studies

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### Enhance supports a leading bank train it's employees at their branches to sell loan products to visiting customers

**Project:** Till very recently, sale and queries related to loan-products were handled by a special executive positioned at some of the branches. Customers with loan-related queries were directed to this executive who was well-trained on this subject. However, this strategy was proving to be a bottleneck for the bank, in providing superior and prompt service to their customers. Therefore, they decided to upgrade the skills and knowledge of all their executives at the branches so that loan-related queries could be handled by all the executives, thereby enhancing customer experience. Enhance was asked to develop a training module on loans.

**Solution:** Enhance started developing the module with a clear strategy: Develop a module which would not only provide knowledge about the loan products sold by the bank but would also help the executives use their knowledge to deal with customers and their queries effectively.

The module began with a catchy opener which established the need for learning about loan products: that the Selling process should begin immediately when the need is felt and should not be delayed.

Learners were provided an overview of how banks earn money, thereby establishing the importance of their role in selling loans to customers.

Each loan product, and its features, was explained in detail with the help of graphics and quizzes. Then, interactive real-life scenarios between executives and customers were presented to help learners experience the "real thing".

Descriptive feedback was provided with each scenario to make the learning more comprehensive.

This module is live and is being used to train employees at the bank branches.

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**Enhance uses structured instructional design strategies for leading bank.**

**Project:** Enhance has been developing e learning modules for the bank for a few years now. It was necessary to get more structured and experiential in the modules. Enhance was requested to try this out in the future modules.

**Solution:** Enhance could not get into simulations or games because of the competitive pricing agreed upon per slide. Enhance hence tried to keep the instructional strategy in the fore front. The designers tried this by breaking the modules into different learning objectives. Each objective was broken into smaller topics. These topics were treated by levels of interactivity ranging from experiential to simple knowledge pieces. The experiential pieces were treated with simple graphics with interactivity as close to the real world as possible. As the treatment went lower in the interactivity range, the exercises went from stories, case studies, role plays and incidents to drag and drop and match the columns to simple click and learn. The graphics was enhanced to include attractive close to real life caricatures and graphics. A mix of this strategies used for various topics made the modules break the cycle of routine and help learning. These modules were well accepted in the bank.



**Enhance prepares content for an innovative concept for a venture in finance and banking.**

**Project:** Senior bankers from leading multinational banks were venturing out to start a venture in the field of finance and banking (FAB Mentors and Advisors). The objective was to provide new employees which were Job Fit and Market Ready. These were candidates working in sales organizations wanting to make a career in finance and banking. Hence, they were required to go through a skilling course which would ensure that they would hit the ground running. The focus was on insurance and wealth managers. Enhance was awarded the contract to develop the content for such an institute.

**Solution:** Enhance had historically developed content for the training and HR department who in turn used it to achieve business goals. In this case top management from business was to evaluate the content and train students. Hence Enhance needed to re-look at their approach to the development process. The emotional connect was to be higher. Also what the adult learner would have learnt in a single interaction needed to be made simpler. The near adult learner in the form of a student needed a bridge between this institute and his career. So the content needed to be simpler and with repeated interactions in various forms of involvement needed to be thought through. A large volume of raw content was provided by the customer to Enhance. This had to be structured and made simple yet practical for the Projects in the learners career. This was done with a lot of real world interventions. Time was also to be made available to the trainers and hence the content was to be made precise and clearly presented in the form of graphics and diagrams.

Sixty hours of content is now ready and the first batch of learners has started building their careers through mentoring and advice at the very beginning of their corporate life.

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### **Enhance designs sales simulation for ICICI Bank .**

**Project:** ICICI Bank wanted to implement e learning across campuses in India. There was a strong need to provide knowledge on Banking and Finance to the students in India. The objective was to prepare students to be absorbed by the Bank on passing out. Enhance was asked to provide the LMS and integration know how.

**Solution:** Enhance requested ICICI Bank to consider their LMS for the above challenge. ICICI Bank has already worked with other 2 LMS vendors, including a large international LMS. ICICI Bank evaluated Enhance LMS and decided to implement the solution from Enhance. What was at one time a requirement of about 30,000 concurrent users grew to an estimated 500,000 registered students across the country. Enhance was asked to give a guarantee on performance. Enhance benchmarked the LMS on some



leading hardware vendors. The benchmark was very successful. Enhance then got into the implementation mode. Courses from the existing LMS were ported on the Enhance LMS. There were many challenges but these were handled successfully. Till now Enhance LMS was implemented for various corporate requirements. This was the first time Enhance LMS was to be used by educational institutes. The customization also was handled in record time by Enhance. From hosting the LMS on a temporary server to handling service calls from the students of the colleges, Enhance has provided a single window solution for the above mission.

ICICI Bank has got excellent response from the education institutes and many colleges want the students to be prepared to join the banking, finance and insurance world.

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**Enhance meets challenges of business with an LMS for Reliance Life Insurance.**

**Project:** Reliance Life wanted to get into e learning. The amount of content needed for the advisors was against aggressive time lines.

**Solution:** Reliance Life asked Enhance to meet the challenges. Enhance approached Consultant to partner with them for content. Consultant was the supplier for insurance content and Reliance Life was comfortable working with the Consultant insurance team. Consultant had little technical knowhow in developing e learning content. Consultant till now had an external vendor to convert the e learning content into Flash. Considering that bottle neck Enhance considered making the content with the help of the Consultant content experts. However the business requirements in terms of time and depth of content could not be covered with the conventional e learning processes. Enhance decided to use tools to make the content. Enhance trained the Consultant content experts on the tools. The path seemed clear. Consultant content team was now churning out content. Enhance customized the LMS in terms of the home page, reports and screens. Enhance had initially checked whether the content from the tool could be used by the LMS. Enhance needed to tweak the content from the tool to be totally

SCORM compliant. Reliance Life benchmarked the system to work on low band widths however the tool had given heavy files. The response times were very high. Enhance did an ABC analysis of the files and found innovative ways to reduce the file size. This was the first time where the customer had provided the server. Till now Enhance had bought a server from hosting providers. Enhance overcame many technical challenges and went ahead with the project. Eventually the site was open to the advisor community. A help desk was provided by Enhance to take care of any problems the learners may face. Reports were generated for top management. A few reports had to be customized. Thousands of advisors took the course and were certified. The success of this model encouraged Reliance Life to use the LMS for training other business needs and audiences. Other learners like new recruits and sales managers have been trained and certified using this mode of learning. This improved the knowledge of the organization to a large extent.

Thus the instructional, technical and media experience of Enhance is making learning happen for audiences which are large in number, geographically apart, have time limitations and need good standardized content and management which needs reports on learning quickly and real time.

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**Enhance had done a program on interactive finance for non finance executives.**

**Project:** ICI had just introduced their e learning program. There was at the same time, a need to spread awareness of Finance in the company. Enhance was to find a solution.

**Solution:** Enhance made an interactive story based (anchored instruction) program. Uncle Scrooge’s story of starting a business and making it a big success was how the learning proceeds. As Uncle Scrooge got money and ran his business the financial concepts are described and discussed. At various stages in this e learning module were interactions like drag and drop; fill in the blanks; match the columns etc to build and test ones learning. At the end of the program there is a certification, in which the user

answers random questions from a database of questions. Depending on ones performance one is awarded a certificate.

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**Enhance does General Banking Operations module in semi simulation mode.**

**Project:** ICICI Bank has been growing very rapidly. There was a need to train a large number of non banking professionals on general banking operations. This module had to take the new learners through the module in a near to real life situation.

**Solution:** Enhance suggested a new way of handling the module. At this stage no simulations were prepared for ICICI bank. Enhance decided to take the path of semi simulations. ICICI Bank agreed to test this new way of training. Each learning objective was converted into a simulation. The learner would approach the computer in the form of an employee of the bank dealing with a customer. As the customer would go through the transaction the employee would answer his questions with interactions. In case the user would give the right answer he would be allowed to go ahead. In case the learner gave a wrong answer he would be guided towards the right answer. The branch manager as the mentor would come at various stages with new challenges and summaries. In this way a very conceptual subject like general banking operations was made into an experiential learning model. This was for a long time one of the most popular and liked module in ICICI Bank. A similar module was prepared for other banks.

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**Enhance LMS live at leading finance company.**

**Project:** A leading financial company wanted to leverage e-learning to create a paradigm of ongoing knowledge and skills upgrade across various business verticals in the enterprise. Enhance was one on the companies approached for the same.

**Solution:** After a competitive bid Enhance was chosen to provide the Learning Management System and content development services. That is, Enhance would be the one point support for the complete roll-out, including server hosting, users and content databases management, bandwidth, help desk, etc.

This project is 'live'; successfully implemented by the project team constituting Training Managers and Subject Matter Experts from the customer and Enhance's Project Manager, media & software teams.

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**Enhance has made a counselling simulation for ICICI Bank.**

**Project:** ICICI Bank was recruiting in a big way. At the same time young managers had to lead teams quite early in their careers. There was a need to impart counseling skills across the organization.

**Solution:** Enhance designed a simulation on the LMS in ICICI Bank. The existing LMS did not support simulations hence Enhance built it in such a way that it would integrate with the LMS and give reports on the usage as well as the skills and competencies imparted. The simulation would give the user conceptual knowledge on counseling to start with. Then the user would get the counselee in front of him.

The simulation would take the user through the counseling process. This would be like the real life situations in ICICI Bank. Background data would be provided to the user. Then the user would then interact and give wrong or right answers. If he gave right answers he would go ahead. Otherwise the session would end with the counselee feeling de-motivated. A mentor can be invoked at any stage to give guidance. Similarly at the end of the session the user would get an audit of the process and his progress with constructive feedback. This helps in giving experiential feedback to the users.

The back end gave data on the user's performance and usage across the organization.

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**Campuses in India use Enhance LMS.**

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**Enhance makes CD version of LMS e learning courses.**

**Project:** Some Enhance customers who wanted to make versions of the LMS (Learning Management System) courses to be available even when internet was not available and can be seen in the employee’s free time away from office.

**Solution:** Enhance decided to make a transition of all the courses on a CD. These courses were on Enhance LMS as well as other LMS including an international LMS. These were SCORM courses. Now even when the employee was not connected with a connection or a not so good connection the courses could be accessed. For another customer made an offline up-date to tracking elements like score, course progress etc. Both these courses allow one to see the course offline as well as up-date the LMS. These are part of the transition services offered by Enhance to move courses from one LMS to another. Thus preventing a loss of investment in an old LMS.

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If you want more information about E-learning or Enhance Systems, contact us on the following details. Website : [www.enhancelearning.co.in](http://www.enhancelearning.co.in) (feel free to visit our website for demos on our completed projects)

Email: [prashant.khanna@enhancelearning.co.in](mailto:prashant.khanna@enhancelearning.co.in), [learning@enhancelearning.co.in](mailto:learning@enhancelearning.co.in)