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compressed knowledge

INDUSTRY: Information Technology Services

experian™

Customer Success Story
Experian

Achieved Results

CREATION OF A
MODERN LEARNING ENVIRONMENT

1/4 OF USERS
USE THE MOBILE APP

15% OF USERS
LISTEN TO AUDIOS

GLOBAL AND
EASY ACCESS
TO CONDENSED KNOWLEDGE

CONTINUOUS INCREASE
OF USAGE

"I love the fact that getAbstract content is consistent across the entire platform. Every abstract tells you exactly what you will get from it. For employees, this approach is enormously important: They want to know what to expect when they click on a link."

James Hayward
Learning Technology and Delivery Manager

Business Challenge

Experian is a global information services provider based in Dublin, Ireland. With 17,000 employees in 39 countries, the company offers data and analytical tools that assist businesses to manage credit risk, prevent fraud and automate decision-making.

Experian's people development strategy aims to build an inclusive high-performance culture. James Hayward, Learning Technology and Delivery Manager, wants to enable employees to enhance both their professional and social skills. Besides employees' time constraints, a global operation like Experian faces the additional challenge of giving equal consideration to all employees. Virtual teams with members residing in different locations need to be able to access knowledge resources quickly and flexibly.

How getabstract helped

At Experian, getAbstract serves as a resource for employee development across the organisation. Employees can access getAbstract content through different channels and find expert knowledge at the point of need. Employees at all levels, James Hayward explains, can access customised getAbstract content through their respective competency area portal. Members of the learning development team, meanwhile, can download getAbstract content from the company's internal development page to use as preparation or follow-up material in traditional classroom workshops. Furthermore, employees have been making it a habit to consult the getAbstract library whenever they need information to assist with their decision-making.

Resources could be hard to find at Experian: "We needed learning systems that have a modern design, are easy to navigate, provide recommendations and offer mobile access." says Hayward. It took a while for the company to recognise the change in learning habits, Hayward explains: "getAbstract enabled me to show that the demand for mobile learning and short, snappy content is significantly higher than we thought." As Experian was modernising its learning environment, employees immediately took to getAbstract's mobile app for learning on the go. Currently, 25% of users access getAbstract content from their mobile device, while 15% of them regularly use the audio format option.

For Hayward, an important yet often undervalued success component of the getAbstract solution is the consistency of the library's content: "I love the fact that getAbstract content is consistent across the entire platform. Every abstract tells you exactly what you will get from it. For employees, this approach is enormously important: They want to know what to expect when they click on a link." The platform's more than 20,000 summaries of books, articles and videos all appear in a uniform format, developed and perfected over the years by getAbstract's editorial team to maximise knowledge retention.

Hayward appreciates the collaborative relationship with getAbstract: "The getAbstract team has a good sense of knowing when we need support without being pushy or overbearing." He looks forward to deepening his collaboration with getAbstract in his continuing efforts to build a highly efficient learning culture at Experian.