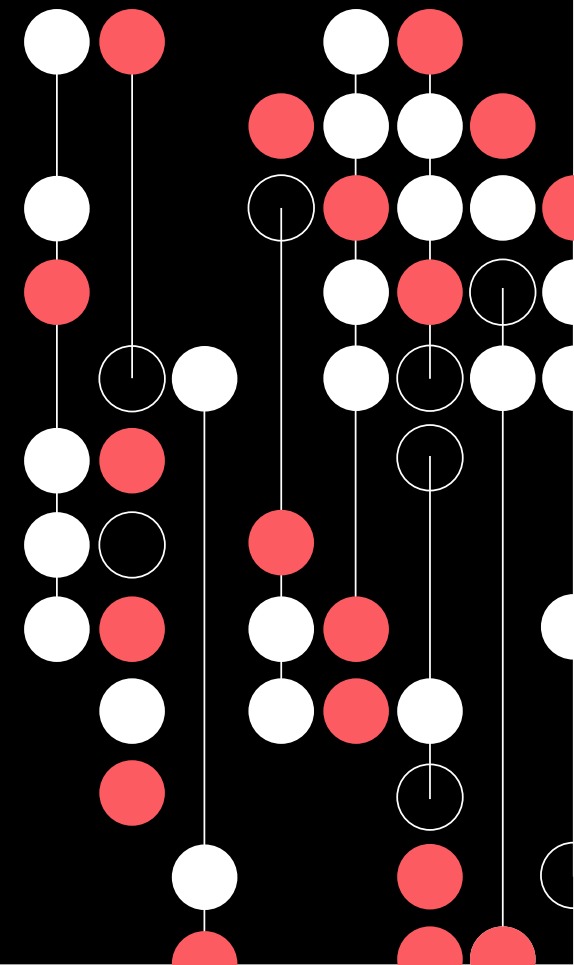# Engagement Case Studies

# Competition Case Study: 'Coffee with a leader'



To celebrate the 2nd year anniversary of the eBA, Nestle ran a number of initiatives including 'Coffee with a leader' competition.

**QA provided:**

- Concept creation
- Competition framework
- Draft comms suggestions
- Launch and comms phasing recommendations

# Engagement Case Study: '#Playitforward'

To accelerate engagement in Year 3, they launched a global challenge akin to the ice bucket challenge, endorsed by senior leaders across the business.

Learners were encouraged to complete a QA course, prepare a short video explaining what they had learned, and nominate their colleagues to do the same.

**30%** of learners completed their core plan in one month

**5000+** courses completed in one month

**20%+** increase in completion across all teams

Senior Leader Involvement:
- Chief Executive Officer
- Chief Digital Officer
- Chief Commercial Officer
- Executive Vice-President

QA involvement:
- Senior Leaders Video Scripts
- Full Comms Plan
- QA Weekly Hubspot reminders
- Regular Leaderboards

# Award Case Study: 'Digital literacy certification program

**A successful global program underway incentivizing learners through certification, resulting in best practice program set up and high engagement**

**46,079** total courses completed

**12.5** average courses completed by active learners

**2756** total certifications achieved

**27.9** average points of knowledge gain per course

## Keys to success:

● Centralized, global modules and certifications allow for regional leaders flexibility and preferences

● Quarterly engagement meetings with regional leaders to highlight successes, address challenges, and share resources

● Monthly learner communications and support resources for learners

# Driving a Global Capability Program
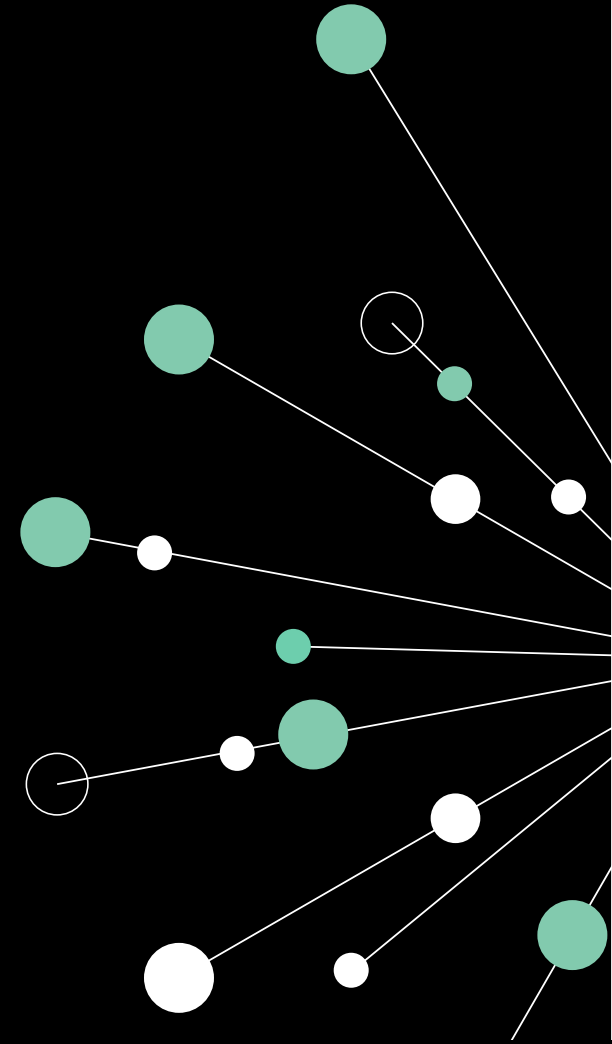
# Success through centralized learning programs

## We have several active programs which operate with a similar centralized model.

**Elements of strong programming:**

- **Clear pitch of benefits** to learners, delivered by local and senior leaders
- **Scheduled communications** to remind learners of opportunities
- **Established relevance** between content and company goals
- **Gamify learning** with competitions, bragging rights, and celebration



Engagement Trajectory for LMS Customers
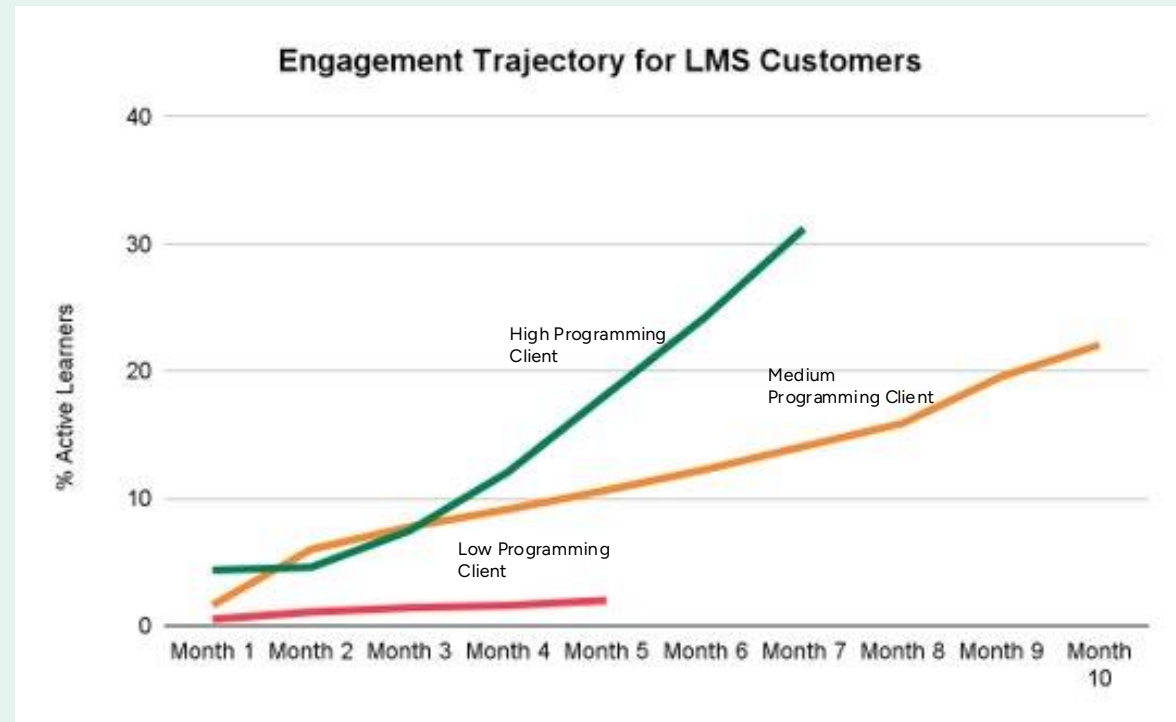
# Champions Toolkit

Learner Engagement Strategies