

### [How this company ensured 2 lakh learning module consumption among employees](#)

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*Tapan Singhel, MD and CEO, Bajaj Allianz General Insurance*

To keep abreast with the rapid technological change, the work itself and to manage the personalised and democratised learning experience of modern learners, Bajaj Allianz General Insurance launched its AI-driven, intuitive and learner-centric Learning Experience Platform – SkillCity.

Launched in April 2020, the platform works on the philosophy where a learner can choose from a plethora of content with personalised recommendations along with their preferred learning mediums like videos, articles, podcasts etc.

“The platform surpassed the conventional model of learning by leveraging technology innovatively, providing an ecosystem that drives democratisation of learning through a rich universe of over 1,90,000 learning assets, built on the foundation of a dynamic skills framework, stitched with a fabric of social learning,” said Tapan Singhel, MD and CEO, Bajaj Allianz General Insurance.

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#### **What makes it a success factory?**

As part of the pre-launch of SkillCity, one of the core agenda was to develop sponsorship and to build a sense of co-ownership amongst all the stakeholders. Singhel asserted that the team successfully drove this agenda by having several rounds of focused discussions with business leaders for building awareness of this ‘New Age Digital Learning Platform’.

This was further extended to the employees organised in various cohorts across the company for gathering their inputs from an end learner perspective. “One of the key enablers of the successful adoption continues to be the strong sponsorship and ownership that all my leaders have of this new way of learning,” Singhel said.

Close to 99 per cent of the employees access the platform.

Another enabler that has been instrumental in driving adoption of the content on SkillSity was that it gave all the employees flexibility to learn from anywhere, anytime, and on any device – 54 per cent of the employees access the platform through their “Mobile Device”.

Further, SkillSity has a powerful recommendation engine with a state-of-the-art AI, making content relevant to each individual based on a variety of factors, including their interests, role, experience, learning behaviours and business initiatives.

“Learners find it extremely easy to find and discover learning content similar to their preferred content streaming services,” Singhel said.

Apart from providing the employees with a rich mix of content comprising internal and external content repositories with MOOC (Massive Open Online Course) providers, the platform enables learning journeys to be designed by combining user-generated content, resources, videos, web content, assignments, webinars, classroom training, and external courses from content marketplaces.

### **Participation is the ROI**

The evolved learning strategy has been successfully adopted across the organisation, Singhel said, adding that it is spearheading Bajaj Allianz General Insurance to an industry-high coverage of 95 per cent of the employees embracing learning on the go, anytime, anywhere!

“The adoption that you see today is a testament of how the employees have enthusiastically embraced the platform and that for me is the biggest ROI of our investment,” he said.

Singhel strongly believes that any investment done for the upskilling and reskilling of employees is a long-term investment that positively contributes to the accelerated growth of any organisation.

“At Bajaj Allianz General Insurance, we are obsessed with the skill development of our employees to make them future-ready so that they can take on any challenging tasks head-on,” he said.

The focus for the coming years would be to further nurture this employee-centric ‘pull’ learning culture, one where the employees are empowered to take ownership of their learning and career growth.