

Hemmersbach Global Campus Uses Virtual Training, Social Learning, Screenshots to Increase Knowledge

Hemmersbach GmbH & Co. KG and Docebo

Best Advance in Learning Technology Implementation

November 2019



Company Background

Company-at-a-Glance	Hemmersbach
Headquarters	Nuremberg, Germany
Employees	3,500
Global Scale	38 subsidiaries in 190 countries
Customers/Output, etc. (Key customers and services offered)	Key customers include HP, IBM, Lenovo, Dell, HCL and Accenture; IT services for manufacturers (Onsite, repair shop, and service desk) and outsourcers (workplace, data center and network)
Industry	IT services
Website	www.hemmersbach.com

Company Background

docebo®

Company-at-a-Glance	Docebo
Headquarters	Toronto, Canada
Year Founded	2005
Employees	290
Global Scale	North America, EMEA, UK, LATAM and APAC
Customers/Output, etc. (Key customers and services offered)	More than 1,500 customers globally
Industry	Learning Technology
Website	www.Docebo.com

Budget and Timeframe

Overall budget	€34,000
Number of (HR, Learning, Talent) employees involved with the implementation?	Approximately 10 people
Number of Operations or Subject Matter Expert employees involved with the implementation?	Three
Number of contractors involved with implementation	One
Timeframe to implement	Nine months
Start date of the program	Feb. 1, 2019

Business Conditions and Business Needs

Hemmersbach was led to implement a new learning technology to involve more employees in the creation of content by contributing training materials and helping each other without having to ask the company's Learning & Development team for assistance. Due to the fast growth of the operational business worldwide, it was becoming increasingly necessary to provide cross-organizational and easy-accessible knowledge. By encouraging department members to contribute their own content, this is now becoming possible.

Overview

The goal of implementing and launching a new platform were to encourage more and more people to get involved in contributing to the development of learning content across the organization. With the implementation, the goal was achieved as the launch of the new platform has encouraged Hemmersbach's employees to start more new training initiatives than ever before and has enabled them to upload training materials on a regular basis. Additionally, Hemmersbach wanted to encourage and promote employees to become experts and take on the responsibility of answering questions, contribute to the social elements of organizational learning and help the wider company in deciding what assets could be considered most helpful.

Figure 1: Contribution – Questions and Answers

Questions and Answers

5 Items SORT BY: NEWEST TO OLDEST

Search within results...

Show

- New Questions
- New Best Answers
- Open Questions
- My Questions
- My Answers
- Following

Question Type

- Direct Questions
- Linked to an asset/course

Channels

- Global Campus
- SDC
- Learning & Development
- Leadership
- Power BI
- Sharepoint

CLEAR ACTIVE FILTERS

KW **Karsten Weischuh** asked:
Has the menu item "Ask an expert" been removed from main menu? It is not showing for me.
Answer Now | View All 2 Answers 3 days ago

Related to:
Ask an expert
from course: **Global Campus Tutorials**

AB **Adam Bartunek** Hi Karsten,
Whenever you go to menu -> Channels, you should be able to see the button in the top right corner of your screen. Additionally when you go to any
BEST ANSWER 1 0 0 3 days ago

KG **Kenneth Gambrell** asked:
These courses might be better in a classroom. I found myself frequently wanting to ask questions. Navigating the courses would also be easier in a classroom.
Answer Now | View All 1 Answers 6 days ago

Related to:
All Courses
from course: **Global Campus Tutorials**

AB **Adam Bartunek** Hi Kenneth,
Thank you for your feedback. We have plans to organize training calls regarding some of the features of Global Campus; however, if you have any
BEST ANSWER 0 0 0 4 days ago

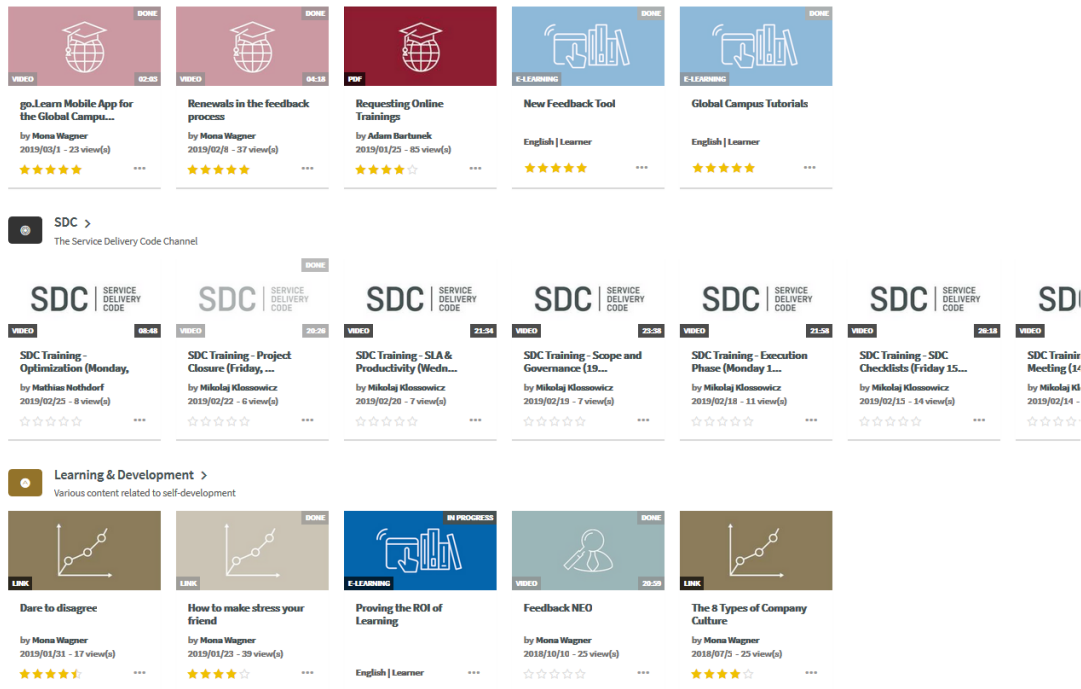
SB **Stuart Burrell** asked:
What is the link or alignment between personality tests and a job role. I think the link is normally competencies, skills and experience which are aligned to current job or future jobs.
Answer Now | View All 1 Answers a month ago

Related to:
NEO - PI-R Personality Test
from course: **Global Campus Tutorials**

MW **Mona Wagner** Hi Stuart, thanks for your question!
We created competency profiles for every single job family that are based on the respective job requirements. We have the possibility to overlay the results with the job requirements and can therefore reveal strengths and areas of development.
3 0 0 7 days ago

All illustrations provided by Hemmersbach GmbH & Co. KG

The LMS (Docebo) was integrated throughout the enterprise by launching channels for every single department and country at Hemmersbach. Those channels contain knowledge that's department-specific, as well as country-specific, are provided in the local language. Placing a focus on empowering social learning set the expectation and goal of having international teams always up to date and sharing their knowledge, while creating subject matter experts across the company and generating information available through learning content that is important for the whole department or country.

Figure 2: Channels


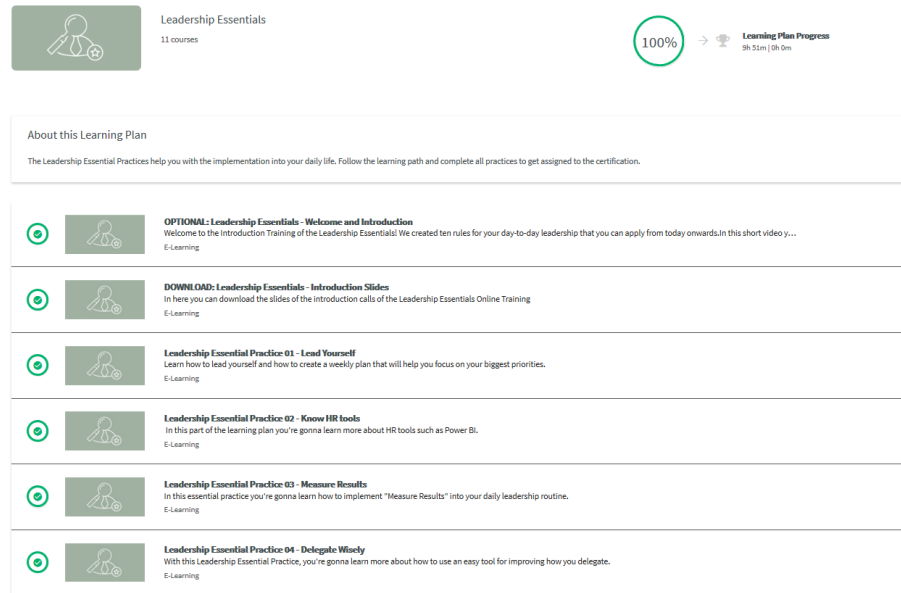
The screenshot displays a user interface for a Learning Management System (LMS) with several content channels and individual training items. Each item includes a title, author, date, view count, and a star rating.

- Channel 1 (Top Row):** Contains five items:
 - goLearn Mobile App for the Global Campu...:** by Mona Wagner, 2019/03/11 - 23 view(s), 5 stars.
 - Renewals in the feedback process:** by Mona Wagner, 2019/02/8 - 37 view(s), 5 stars.
 - Requesting Online Trainings:** by Adam Bartunek, 2019/01/25 - 85 view(s), 4 stars.
 - New Feedback Tool:** English | Learner, 5 stars.
 - Global Campus Tutorials:** English | Learner, 5 stars.
- Channel 2 (Middle Row):** Titled "SDC > The Service Delivery Code Channel", it contains seven items:
 - SDC Training - Optimization (Monday):** by Mathias Nothdorf, 2019/02/25 - 8 view(s), 5 stars.
 - SDC Training - Project Closure (Friday, ...):** by Mikolaj Klosowicz, 2019/02/22 - 6 view(s), 5 stars.
 - SDC Training - SLA & Productivity (Wedn...):** by Mikolaj Klosowicz, 2019/02/20 - 7 view(s), 5 stars.
 - SDC Training - Scope and Governance (19...):** by Mikolaj Klosowicz, 2019/02/19 - 7 view(s), 5 stars.
 - SDC Training - Execution Phase (Monday 1...):** by Mikolaj Klosowicz, 2019/02/18 - 11 view(s), 5 stars.
 - SDC Training - SDC Checklists (Friday 15...):** by Mikolaj Klosowicz, 2019/02/15 - 14 view(s), 5 stars.
 - SDC Trainin Meeting (14...):** by Mikolaj K..., 2019/02/14 - 5 stars.
- Channel 3 (Bottom Row):** Titled "Learning & Development > Various content related to self-development", it contains five items:
 - Dare to disagree:** by Mona Wagner, 2019/01/31 - 17 view(s), 4 stars.
 - How to make stress your friend:** by Mona Wagner, 2019/01/23 - 39 view(s), 4 stars.
 - Proving the ROI of Learning:** English | Learner, 5 stars.
 - Feedback NEO:** by Mona Wagner, 2018/10/10 - 25 view(s), 5 stars.
 - The 8 Types of Company Culture:** by Mona Wagner, 2018/07/20 - 25 view(s), 5 stars.

Design of the Program

The learning technology used allows its users to watch and comment training materials, answer questions posted under learning assets by other users, upload what they consider as useful for everybody to see and earn badges for being active. Supervisors are able to download reports with their employees' results and training progress, as well as assign them to completely new training opportunities.

The courses and trainings offered within the LMS are part of the organizational employee development program. Supervisors identify a training need in the feedback interviews and are able to close a skill or knowledge gap by assigning their subordinates trainings and courses. They can also measure the success of the training by creating reports.

Figure 3: Learning Plan Example


Leadership Essentials
11 courses

100% → Learning Plan Progress
9h 51m | 0h 0m

About this Learning Plan
The Leadership Essential Practices help you with the implementation into your daily life. Follow the learning path and complete all practices to get assigned to the certification.

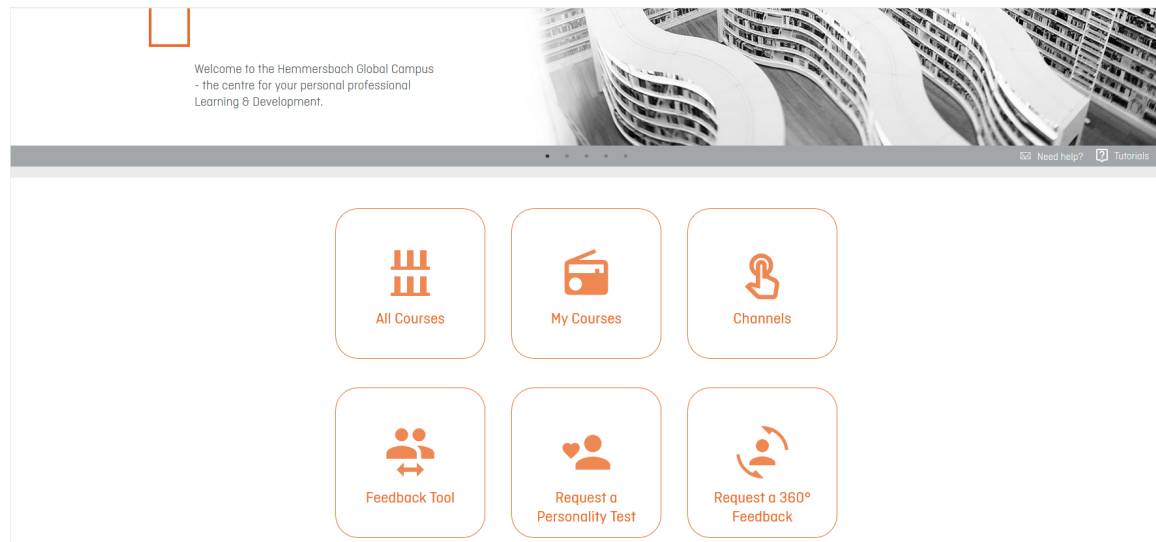
- OPTIONAL: Leadership Essentials - Welcome and Introduction**
Welcome to the Introduction Training of the Leadership Essentials! We created ten rules for your day-to-day leadership that you can apply from today onwards. In this short video y...
E-Learning
- DOWNLOAD: Leadership Essentials - Introduction Slides**
In here you can download the slides of the introduction calls of the Leadership Essentials Online Training.
E-Learning
- Leadership Essential Practice 01 - Lead Yourself**
Learn how to lead yourself and how to create a weekly plan that will help you focus on your biggest priorities.
E-Learning
- Leadership Essential Practice 02 - Know HR tools**
In this part of the learning plan you're gonna learn more about HR tools such as Power BI.
E-Learning
- Leadership Essential Practice 03 - Measure Results**
In this essential practice you're gonna learn how to implement "Measure Results" into your daily leadership routine.
E-Learning
- Leadership Essential Practice 04 - Delegate Wisely**
With this Leadership Essential Practice, you're gonna learn more about how to use an easy tool for improving how you delegate.
E-Learning

Hemmersbach also encourages its employees to engage with learning content where it is most useful for their own learning habits. To enable Hemmersbach's modern learnings, users are able to connect from internal and external accounts and networks via the "go.learn" mobile app from the platform provider Docebo. The LMS allows the user to finish courses, as well as sequential learning plans, join and create webinars, watch videos and complete language courses.

Hemmersbach is a medium-sized and global company that works primarily in international teams. Due to this fact and the growing trend to digitalization, the LMS makes it possible to set up virtual conferences and classroom trainings to impart the knowledge globally, this has helped save both money and time. The sessions can be recorded and uploaded to the platform and made available throughout every time zone and can be accessible to those who might previously have missed or due to absences like holiday or sick leave.

Delivery of the Program

The new learning technology was launched alongside another new platform within the company. The "Global Campus" consists of Courses and Channels (housed and distributed via the Docebo LMS). Additionally, a self-developed feedback tool with an integrated 70/20/10 development plan supplemented with a Hemmersbach-developed 360° feedback tool that assesses leadership competencies, and the offer to do a personality assessment has been implemented to ensure the success of learning programs.

Figure 4: Hemmersbach Global Campus

The role out of the Global Campus was advertised internally in the Management Board Meetings and by the Managers HR Business to gain more popularity amongst employees. An additional newsletter was sent out describing features of the new learning technology and encourages employees to look through the available trainings. Professional screencasts were also created and uploaded to a private YouTube channel, and the link was sent out to the whole organization to spread the content even further to employees internationally.

Change Management Efforts

There were issues with transferring learning progress from the old platform to the new one. With the help of the vendor, however, it was possible to transfer it without any major issues.

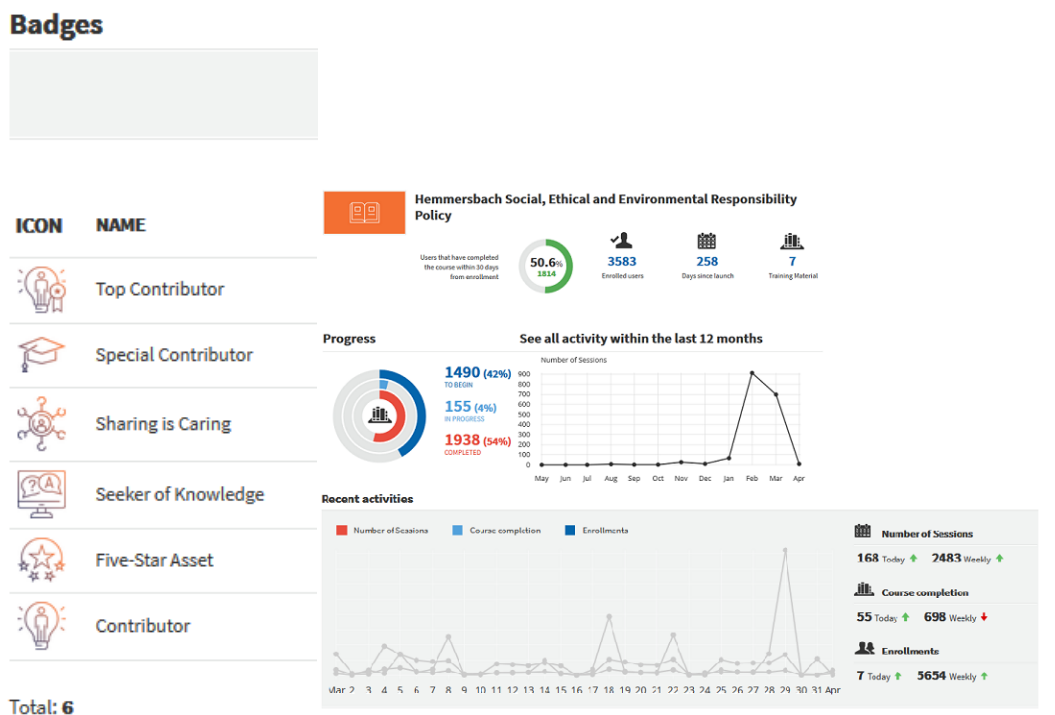
The biggest overall challenge was to get familiar with the extensive features of the LMS Docebo and to cover all possible scenarios before the launch.

It was decided to do a big roll-out, providing information about the new platform simultaneously to more than 3,500 employees. In the beginning, many requests were received and changes had to be made very quickly. In daily pulse calls, the most important incidents were collected and actions set to cover the incoming inquiries.

Measurable Benefits

The biggest benefit in regard to the ROI of the training is that Hemmersbach's employees are high-skilled professionals who can extend their skills and knowledge on a daily basis and ensure a steadily increasing customer satisfaction. This leads to more contracts and commissions and encourages trust. Another ROI of the training is seen in the employee retention that comes up as the staff recognizes that the company takes care of a personal development and growth. Employees are able to earn badges and points, which they can exchange for various rewards such as vouchers, extra holiday, etc. Another benefit is that every employee within the company receives a certificate confirming their skills and knowledge. The aim is to reduce the employee turnover what therefore has another ROI of training by saving recruitment costs.

Figure 5: Badges and Activity



The success of trainings and courses can be measured by reviewing the attendance and results statistics and concluding tests to prove the knowledge and, of course, by applying the knowledge in the daily business. This can be recorded by the respective supervisor in the self-developed feedback tool or rather in its development plan.

Figure 6: Feedback Tool

Feedback Tool > Development Plan

Learning category	Category description	Action employee	Until date employee	Action supervisor	Until date supervisor	Done?	Feedback
70% on the job	Overcoming of challenges in daily work through increasing either quantity, complexity or responsibility	Complexity, besides day to day HR DEV work the concept finalization of NEO PI and also the support in the creation of strategic learning paths will be key.	2019/06/30	Currently the increase of quantity and responsibility leads to a great learning curve. None is currently handling all incoming HR Dev requests	2019/06/30		
20% from others	Learning through feedback, coaching, mentoring and the exchange with others	Go ahead using Dennis as a mentor in the already existing collaboration for the Mgmt. trainee Program	2019/06/30	I am available whenever I can support you. Please use me proactively from now on and fly by my office anytime you need me.	2019/06/30		
10% study	Taking part in training courses or self study	Take part in all my Covey - oriented courses	2019/12/31	Invite to courses	2019/12/31		

Rows per page: 25 | 1-3 of 3 | < >

CLOSE

Learning & Development analyzes the outcome on a regular basis and can create statistics that also display the skill and knowledge development.

As the new LMS was just launched, it is not possible yet to provide comprehensive and expressive results. Many courses and trainings are still planned or in progress, and the department- and country-specific channels were recently rolled out at the end of March.

Overall

It turned out that assistance of experienced employees in developing the new learning technology was invaluable. Hemmersbach plans to continue this approach and grant even more rights to selected experts so that they can play a bigger part in the future of the company's learning program. Although the platform was just launched, it can be noted that many employees are using the new technology to create virtual trainings what was not done before in the old system. The application and manifestation of knowledge is something that increased the most. Even though trainees cannot take part in follow-up sessions of trainings, they are now able to watch renewals and exercises remote on the platform. The view counts underline this.

The main goal is to create more training opportunities that will allow Hemmersbach's employees to become certified and skilled in specific areas. A content specialist was just hired in the beginning of April to create a standardized approach to training content, to create an appealing design and to deliver trainings faster.

Learning & Development was excluded from HR and turned into a separate department on April 1. This underlines the focus on employee development. Having high-skilled and developed professionals is one of the Big Three company goals in 2019.

About Brandon Hall Group

Brandon Hall Group is an HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition, and HR/Workforce Management. With more than 10,000 clients globally and more than 25 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

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