

ICICI Lombard’s LXP Becomes Single Gateway for All Learning

ICICI Lombard General Insurance Company Limited and EdCast, Inc
 Best Advance in Learning Technology Implementation
 January 2023



Company Background



Company-at-a-Glance	
Headquarters	Mumbai, India
Year Founded	2001
Revenue	INR 143.2 billion (Gross Written Premium)
Employees	10671
Global Scale (Regions that you operate in or provide services to)	Primarily India with 276 branches, 840 virtual offices, 19000 partner networks, and 59,545 Individual Agents (including POS)
Customers/Output, etc. (Key customers and services offered)	The firm offers policy insurance and renewal through its intermediaries and website. It markets assurance products including Car Insurance, Health Insurance, International Travel Insurance, Overseas Student Travel Insurance, Two-Wheeler Insurance, Home Insurance and Weather insurance.
Industry	Insurance
Stock Symbol	NSE: ICICIGI
Website	www.icicilombard.com

Company Background



Company-at-a-Glance	
Headquarters	Mountain View, CA
Year Founded	2014
Revenue	Private
Employees	Private
Global Scale (Regions that you operate in or provide services to)	Global
Customers/Output, etc. (Key customers and services offered)	<p>EdCast's offerings include its Talent Experience Platform, Spark for SMBs, Content Strategy & Solutions and MyGuide Digital Adoption Platform. EdCast is a World Economic Forum Technology Pioneer award recipient.</p> <p>Knowledge Cloud, Learning Management System (LMS), Learning Record Store (LRS), Learning Experience Platform (LXP), GuideMe in-app training software.</p> <p>EdCast is on a trajectory to spread a culture of continuous learning in every industry. To help employees learn and succeed, EdCast’s mission, vision, and charter are deeply connected and moving towards a more democratic, personalized, participant-focused approach, continuously and timely.</p>
Industry	Learning Technology, EdTech
Website	edcast.com

Budget and Timeframe

Budget and Timeframe	
Overall budget	67 lakh INR
Number of (HR, Learning, Talent) employees involved with the implementation?	6
Number of Operations or Subject Matter Expert employees involved with the implementation?	ICICI Lombard – 6 EdCast - 5
Timeframe to implement	6 months
Start date of the program	Mar 2021

Business Conditions and Business Needs

ICICI Lombard General Insurance Company Limited is one of the leading private-sector general insurance players in India since over two decades. It offers its customers a comprehensive and well-diversified range of products and risk management solutions through multiple distribution channels, with a constant focus on value enhancement. Much has changed in the general insurance industry in India over the past 15 years. Technology is also redefining traditional insurance businesses and driving smarter reinvention of workflows. With early adoption of AI and machine-learning, ICICI Lombard is consciously working towards taking lead in delivering innovative product- solutions and ease of business for its network-partners & customers.

Transforming an organization’s capability & business outlook is no small feat.

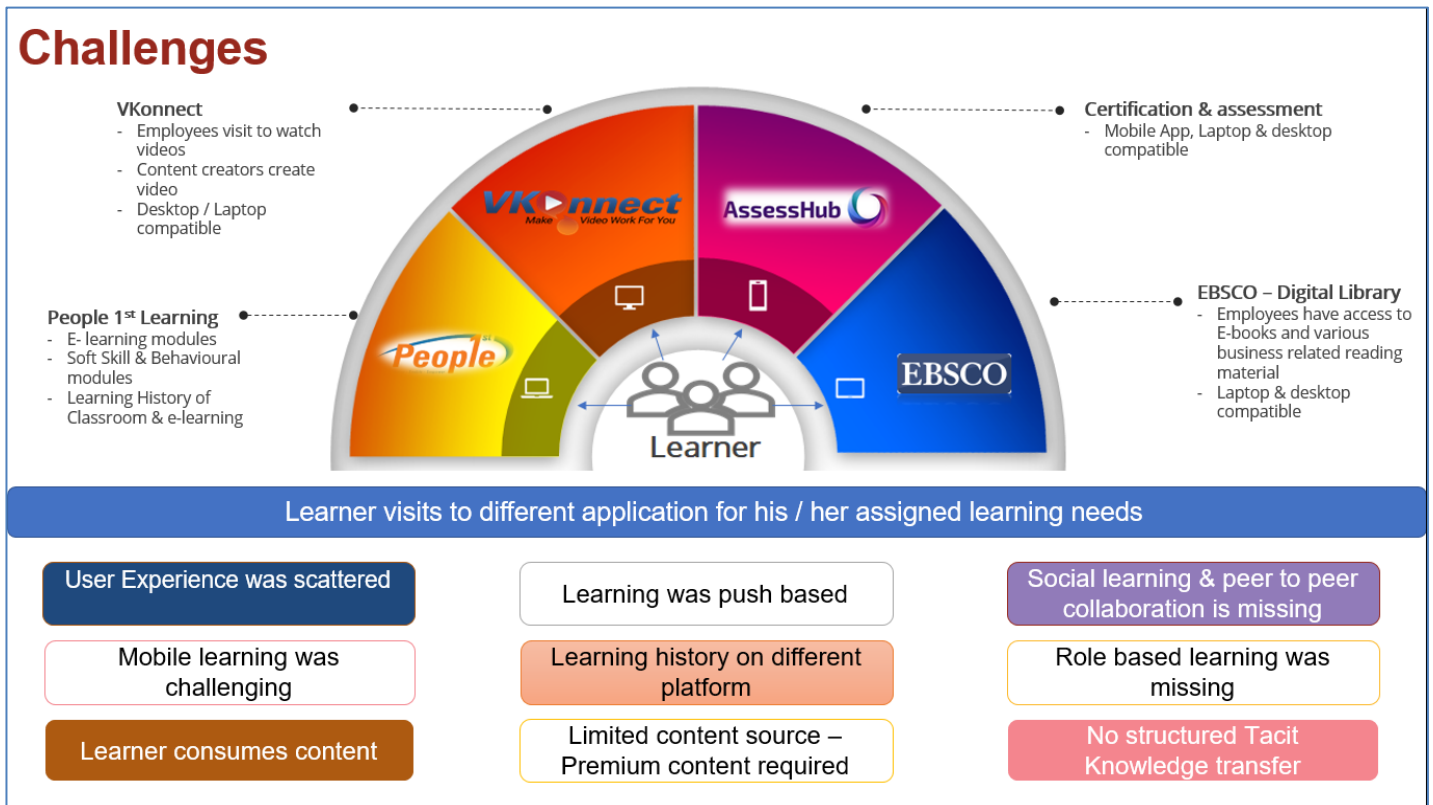
The current pandemic has redefined the idea of ‘risk’ – in terms of public health, market uncertainty, business continuity and employee challenges around staying relevant & updated. With ICICI Lombard being one of the leading players, the industry also looks up to it as torchbearer to define a path and create benchmark for better performance of insurance sector in the country. ICICI Lombard looked at this pandemic as a challenge to accelerate digitization across its product line and service-streams.

There were broadly 3 challenges that the organization (ICICI Lombard) was looking answers for- the 3 R’s:

- **Building Relevance:** With pandemic and remote/hybrid working challenges, it was complex to ensure employees are constantly upskilled/reskilled & learning is aligned to business-objectives. To add on it, Learning was decentralized across the organization requiring an ICICI Lombard employee to visit multiple applications for his / her assigned learning needs. Multiple user interfaces create unnecessary friction for

learners. Hence it was the need of hour to consolidate and expand learning sources resources to make it easier for their employees to develop needed skills.

- **Regular engagement:** The challenge was how to engage employees in remote and hybrid models that would continue the peer-learning practices and benefits.
- **Reach:** ICICI Lombard senior management wanted to ensure irrespective of location, every employee has access to relevant documents, process updates, reference material and refreshers, etc. There was a need to build a standardized and integrated experience with the revised philosophy of democratizing the learning.



ICICI Lombard strongly believes that the world on the other side of this crisis is a phygital one that blends the best of physical experiences, with the convenience of digital tools. As an organization, ICICI Lombard prepared for new ways of working, with hybrid working, greater choice and flexibility to employees becoming the norm that resulted in re-designing of organization, policies, and practices. ICICI Lombard accordingly enhanced the insurance solutions suite to make them conveniently available and laden with self-service capabilities for customers, further automating distribution applications for channel partners while transforming ourselves as an organization for employees. Providing best-in-class technology and keeping in pace with the changing learning needs of employees was the key focus for ICICI Lombard to provide a comprehensive learning solution.

Overview

Learning and Development Vision 2.0 & Organizational goals

The pandemic was an unprecedented event where organizations across the globe went into remote working overnight. It created new challenges like moving offline work processes online or the new ways of working and adjusting to them.

ICICI Lombard, as organization, shifted its gears to virtual way of working by being fast & nimble. The learning strategy is derived keeping the changed work environment in mind. With employees opting for flexible work options the way employees connect, collaborate, engage and learn is changing.

Bringing together the observations and consideration from changed work environments, the learning & development strategy was recrafted which envisages “Igniting a culture where learning is the catalyst for growth by equipping employees to succeed now & in the future by leveraging the Power of Many (Teams & Culture) and driving the Potential of One (Individual Excellence).”



Keeping in mind the 3R challenges of organization (Relevance, Regular engagement and Reach), the L&D function designed frameworks that would support: Igniting a culture where learning is the catalyst for growth by equipping employees to succeed now & in the future.

Making learning relevant, engaging, easy to practice, effective with deeper learning access. Digital adoption as critical pillar of new learning philosophy.

Learning Goals:

At ICICI Lombard, basis the organizational objectives and the learner need, ICICI Lombard launched the IL Learning platform and the first step post entering the credentials is to select the Learning Goals. Initially ICICI Lombard have selected 19 Learning goals from different sector, sections, capability pockets which the user needs to select for AI algorithm to recognize the input and push daily dose of new learning content every day. 5 new smartcard every day in the My Interests section.

Every 6 months the Learning goals are changed by the L&D team and ICICI Lombard moves to new set of Learning Goals which are identified, thus meeting the organization objective and needs. The employees also have an option to update their learning goals, once they have acquired the skill basis the learning goals and wants to move to next level or a different goal.

Learning Goals identified:

- Business acumen
- Consultative skills
- Customer experience
- Customer retention
- Negotiation & influencing skills
- Sales skills
- Risk management
- Marketing
- Human resources
- Accounting
- User experience
- Customer centricity
- Machine learning
- AI (Artificial Intelligence)
- Cybersecurity
- Data Science
- IOT
- Insurance Sales
- Innovation in Insurance
- Insurance Frauds
- Insurance Core Ops
- Underwriting

Adopting New Learning Technology – About IL Learning – LXP (Learning Experience Platform)

Introduction & Details: The Learning Experience Platform (LXP) is a consumer-grade learning software designed to support more personalized learning experiences aligned to current and future professional development needs. The LXP curates learning content from different sources across multiple platforms and digital touchpoints and delivers personalized recommendations. By tapping into the data and capabilities of existing environments, and supplementing them with newer capabilities like Artificial Intelligence (AI) and Data Analytics, LXP at ICICI Lombard could proactively detect learning needs and deficiencies and define learning strategies to bridge those gaps

UI (User Interface): LXP presents content in a “Netflix-like” interface, with recommendations, panels, mobile interfaces, and AI-driven recommendations

Content: LXP provides a single window to all learning whether articles, podcasts, blogs, micro-learning, links, videos, and courses. This new learning platform- LXP@ICICILombard has ability to provide a richer learning experience through deeper personalization and more wide-spread learning opportunities.

Social Learning: LXP offers a robust set of tools for peer-to-peer and social learning (formal and informal). Users can participate in various discussion forums and groups which support the sharing of tacit knowledge.

Learner Journey: Users are presented with personalized learning paths and recommendations, so learning is done in context with what is most important to the individual and organization. Embedded capabilities make it easy for learners to create and publish

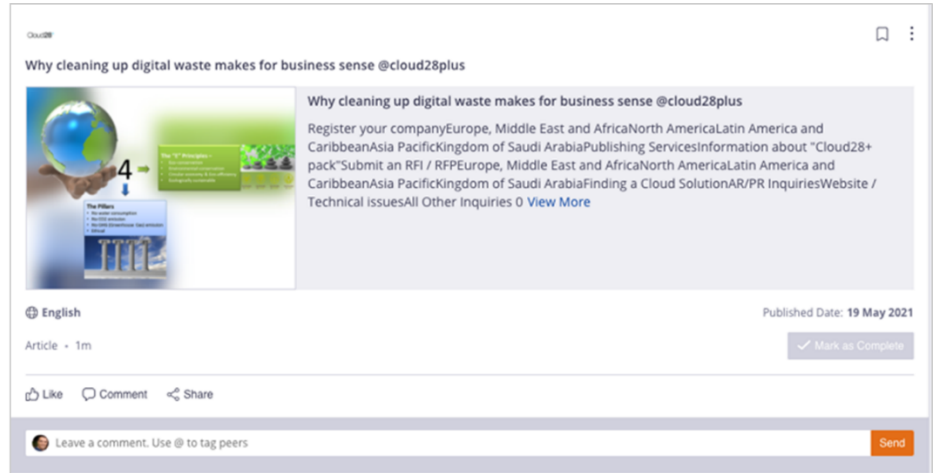
Content. Any Device: A consumer-focused learner experience that is available through mobile and desktop devices drives user engagement.

Learning Experience Platform - LXP at ICICI Lombard is branded as IL Learning

The contents are organized in the form of Smartcard, Pathways & Journey

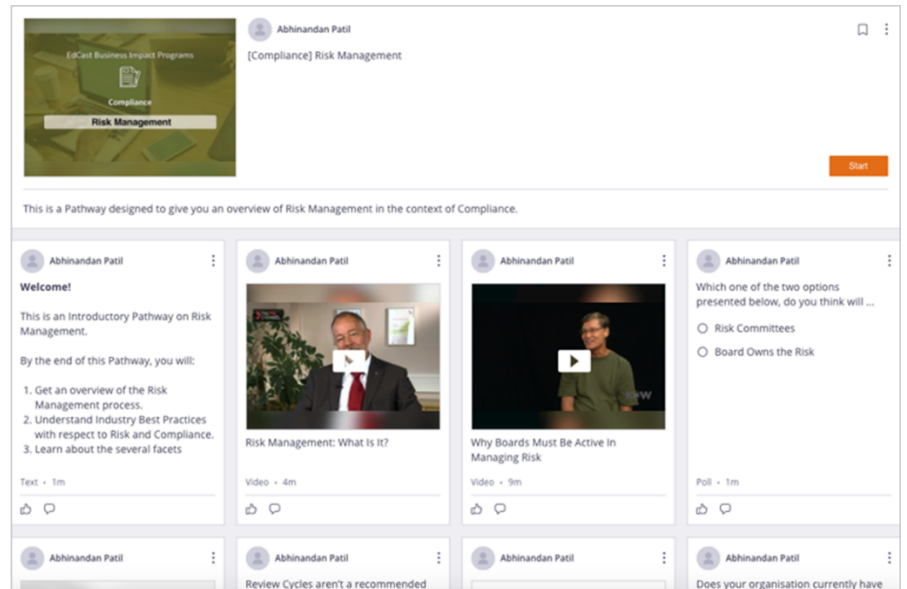
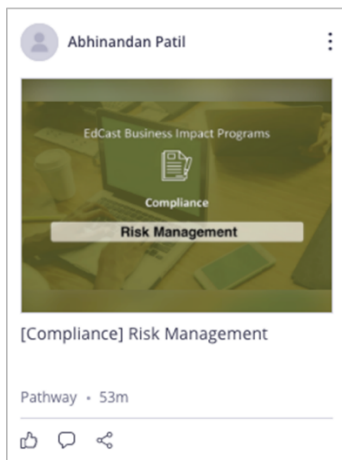
Smartcards:

Smartcards are the atomic unit of learning content presented in EdCast, and can be anything from a short article or infographic to a full-length course. There are six (6) primary types of SmartCards that can be created. These include Link, Upload, Poll, Quiz, Text, SCORM and the corresponding content can be Video, Articles, Blog, E-Books, Magazine, Word document, PDF's, Presentations, Infographics, Posters and much more.



Pathways:

Pathways are collections of Smartcards in a logical sequence that are presented to Learners together to create a more rounded learning experience. Typically centered on a specific topic or subject, their intent is to give Learners a broader experience than they would receive with an individual Smartcard.



Journey:

A Journey takes everything that's great about delivering a Pathway around a topic and adds an additional layer of structure and development. With a Journey, you can create a layered learning experience where Learners would go through a set of SmartCards in one group, and once completed move onto the next. This gives a great deal of flexibility for design.

In Nutshell, with the advanced technology adoption, ICICI Lombard redefined its learning as:

- Responsive
- Individualized / Personalized
- Contextual
- Ubiquitous in delivery.

Success Goals: ICICI Lombard outlined during the implementation and design phases the metrics for measuring success which included the number of active users, learner engagement, and content completions.

One application for all: Multiple user interfaces and migrating to different applications web and mobile separately was not a pleasant experience for learners, ICICI Lombard recognized the need to consolidate and expand learning sources resources to make it easier for their employees to develop needed skills by just landing on one application. One Application (web and mobile) with all the content sources integrated.

Some of Success Goals that ICICI Lombard has identified and created basis the Learning 2.0 vision and organization objective are

- Create Culture of Curiosity & Continuous Learning
- Organisational upskilling using the content and the learner experience in LXP.
- Create home-grown experts
- Facilitate collaboration within employees
- Facilitate seamless and engaging Onboarding Experiences

Admin, User Dashboard & Analytics:

Managing data for 10000 plus employees from different applications was a mammoth task. Collating data from all the sources and bringing it together to create a detailed and meaningful dashboard which is available real-time was yet another challenge for ICICI Lombard to solve. It involved spending many man-hours of work to create different deck of data, analysis, comparison, and dashboard. Consolidating learning hours was yet another challenge which can be solved by LXP.

Integration:

Different applications worked on different software framework and didn't provide a uniform experience. All systems and applications didn't connect in the entire ecosystem and one application couldn't be connected and integrated with each other. LXP has the capability and could seamlessly integrate with all the internal applications like SAP SF, EBSCO Publishing, KPoint technologies, AssessHub (Assessment Platform) and the best

integration was with MS teams. LXP was able to integrate to MS teams. In the pandemic employees were all time connected to MS team, because that was the only platform to meet, collaborate, share files, Synchronous and asynchronous engagement. ICICI Lombard didn't wanted employees to even migrate to separate window. LXP was available on MS teams. Complete version of EdCast LXP was available.

The technology was launched across ICICI Lombard and incoming Bharti AXA employees. Launched for 12000 plus employees.

Design of the Program

The primary focus of ICICI Lombard was to offer their employees a single platform that would support all their learning needs. To drive needed skill development, employees needed access to different content sources and modalities of learning, all centralized and accessible from Web and Mobile devices.

The learner demands are endless depending upon the different learning styles and needs. Learners wanted one stop solution on a single window, don't want to visit multiple apps, Information should be byte size, and they should be able to like, share, comment and feel engaged. Learner wants to discover different forms of content like articles, videos, blogs, read e-books, and every day they want some thing or the other content basis their changing needs.

The EdCast team developed a systemic solution aimed at moving the focus of the learning community from being trainer-centric to actively learner-centric. To do so, EdCast worked towards creating the right system to fit the current culture and learning needs of organizations of today, supporting the Bersin continuous learning model (Environment, Exposure, Experience, and Education) for employee development.

EdCast has been chosen as a learning technology partner to deliver a continuous learning approach at many organizations across the world.

- The EdCast technology combines micro-learning, peer-to-peer knowledge sharing, social learning and external content providers like Lynda.com or Safari Books
- A one-stop shop for templates, tools, resources, showcase examples and other learning collateral that integrate with the platform
- A robust management of change strategy for corporate vendors, focused on enhancing existing vendor partnerships and building the system of practice for new ones
- Facilitate integrated peer reviews for skill building and best practice sharing by peer-to-peer knowledge sharing tools native to EdCast's platform

ICICI Lombard wanted to be specific and look at the best in class LXP provider to engage the audience and cater to the current and future learning needs. ICICI Lombard created 12-step evaluation criteria to gauge and identify the best LXP partner.

Evaluation matrix:

Device: Web and Mobile

Content: In House, off the shelf

AI: Different AI model used

Social Learning: Like, Share, Comment and Collaborate

Content Sharing: Collaboration with peers and colleague and share content

Gamification: Quiz & Assessment based gamification

Interface: User Experience & Home page

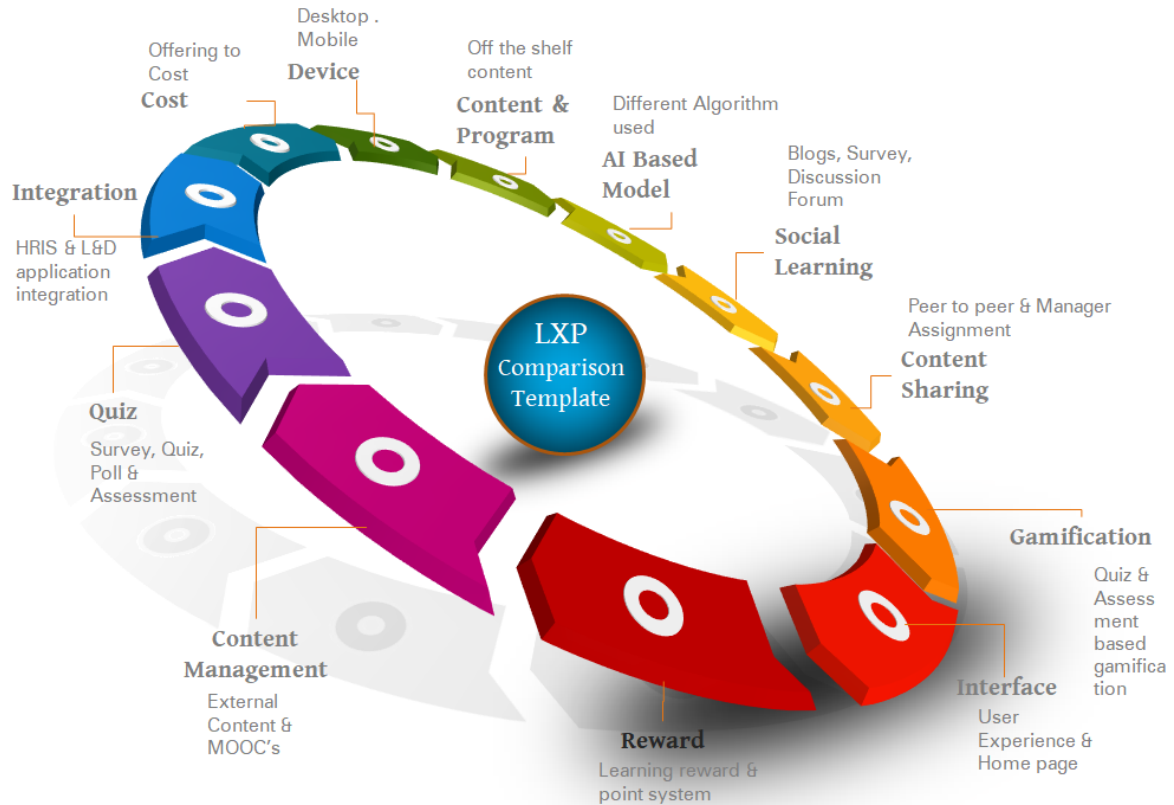
Reward: User Experience & Home page

Content Management: External Content & MOOC's (LinkedIn Learning, Udemy, Coursera etc.)

Quiz: Survey, Quiz, Poll & Assessment

Integration: HRIS & L&D application integration

Cost: Basis the offering



Yet another part of the Design process was to link the job-related competencies as per job roles, various capability pockets are identified and are created on the IL Learning platform. Understanding the business imperative and diagnosing the long-term needs requires a roadmap. At ICICI Lombard it's called as "Learning ladder". Learning Ladder charts out interventions over the year for employees with respect to functional and behavioural programs.

The functional and behavioural programs are aligned to role requirements, individual performance needs and ICICI Lombard's guiding principles 'Vishvas'. Following the same principle, on the IL Learning platform the carousels are created respectively which focuses on these capability pockets

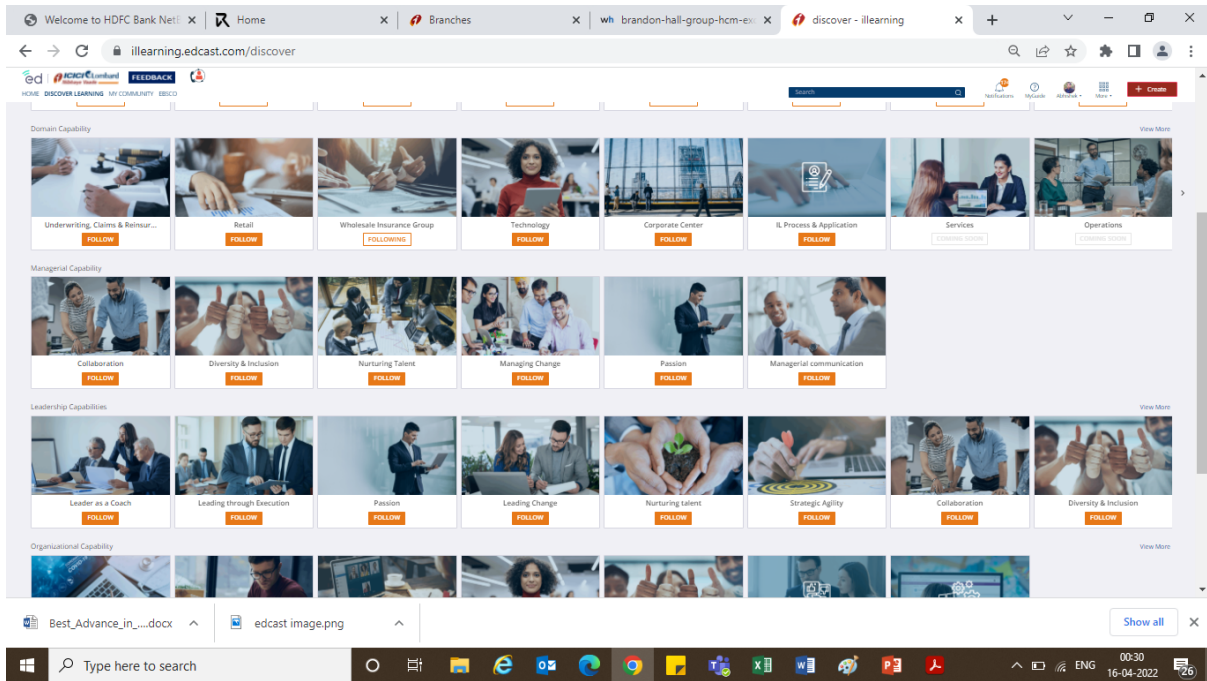
Induction and Onboarding – What's New to the platform

Domain Capability – Domain-related content

Managerial Capability – Behavioural content

Leadership Capability – Content basis ICICI Lombard DNA Anchors, Value & Behavioural

Organizational Capability – Insurance, Sector, Behavioural & Domain



Bridging the Skill Gap:

A talent management framework was defined based on roles within the sales team, talent maturity and skills proficiency levels (beginner, intermediate and advanced). The Talent Framework (skill assessment) allows the ICICI Lombard team to identify skill gaps among the learners and define a prescriptive learning plan to secure skills aligned to each particular role. Upskilling framework was designed for ICICI Lombard’s sales team with an objective to get the sales individual job-ready faster, enhance the performance on field with sharper closures and improved relationship management. Focused initiatives on IL-learning platform are planned around 70-20-10 learning model to harness the strength of team and develop them on certain areas of improvement.

Building LXP – Design

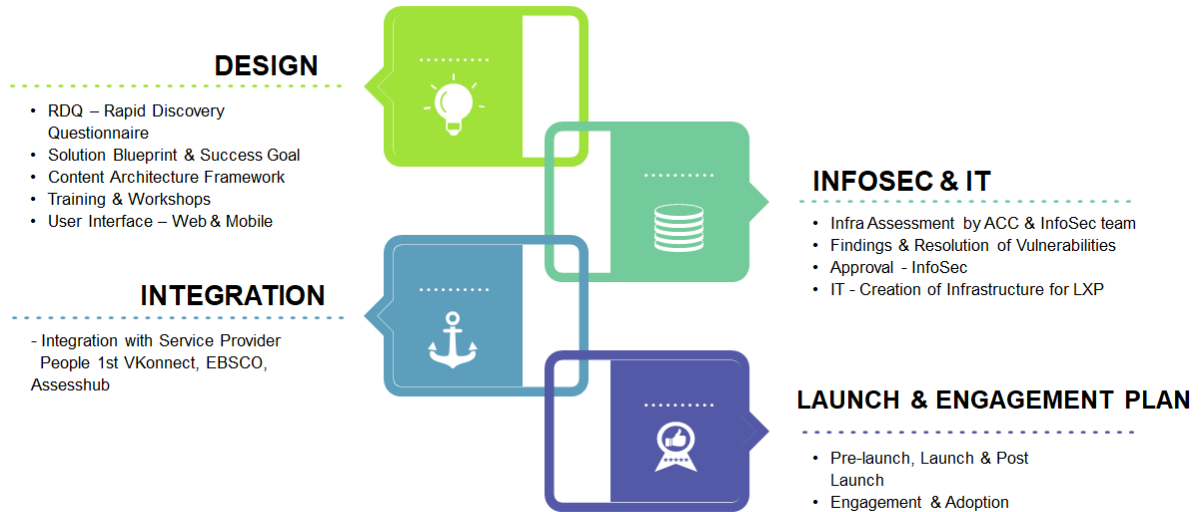
This was the most critical and important step to visualize the entire project which should include the key elements along with minor activities. Identify the key project members, owners, teams, partners and different stakeholders involved. Communicate the broad spectrum of the project, what is expected, and time played a critical role and contingency plan. A project charter was created and bought into tracking the day of agreement closure.

Design – Broad Design of IL Learning

Information and Cyber Security & Technology: Approval and appropriate Infrastructure

Launch, Engagement & Adoption

Integration: Bringing all the application together on IL Learning



The Design Framework



Reference Document Questionnaire: RDQ - To start working on the design and create the LXP ecosystem, A common document was created which answered all the basis questions related to the applications, audience, scale, scope of the project, etc.

Solution Blueprint: A complete Blueprint of ICICI Lombard Learning and Development team’s scope of work, philosophy, Programs, Projects, Application etc. Working closely with ICICI Lombard, the custom requirements for the user interface were outlined and the timeline for their development was presented.

Success Goals: ICICI Lombard outlined during the implementation and design phases the metrics for measuring success which included the number of active users, learner engagement, and content completions.

User Interface & Architecture

Carousels: A Carousel is a container of content in an instance. It may contain Channels, Pathways, or SmartCards. Carousels give a logical structure to the content presented to a learner. Carousels help in the discovery and consumption of content in a simple and effective manner

Channels: Channel is the content container on IL Learning. Channels are the principal way in which Content (SmartCards, Pathways, and Journeys) are broadcast to end users throughout the platform.

Groups: Group is the user container on IL Learning. Users with similar learning goals, business units can be added to one group. Using groups, the platform admin can drive focused learning which is specific to the groups

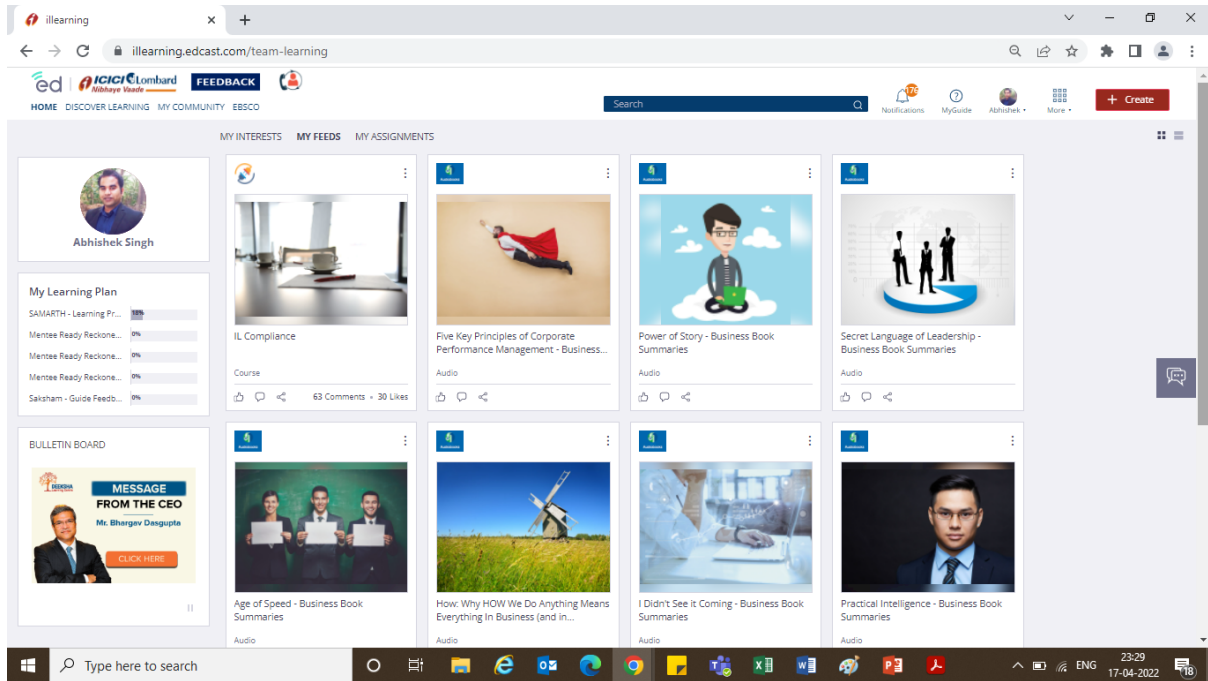
Homepage

In the entire process of UI, the most challenging part is creating a customized UI and suited to employees need. An UI which should be intuitive, easy to use, user can easily move to content seamlessly with lesser number of clicks and consume content.

The Homepage was designed seeking the challenges that user face on the LMS application and seeking suggestions from a sample set of employees, ICICI Lombard tried making it simple and yet engaging and intuitive. The page is primarily divided into 4 sections:

Home

The page consists About My profile, my learning plan, my learning hour’s target, Bulleting Board, Master Search option, Notification and My Guide.



The core feature of an individual employee is

My Interests – AI-driven content pushed daily in this section for the Learning Goals that the user has selected

My Feeds – Channels followed & Groups powered feed, where the learning content will be based on the channels followed by the end-user & groups, they belong to on the Platform Content is showed from your peers and colleagues whom the employees follow, Content shared to the user by others

My Assignments – Content and courses assigned and published by the Central admin team. Very useful feed to consume mandatory learning on the Platform.

Discover Learning

This page consists of different Carousels and Channels. This section helps user to know about the platform, what is new on the application, updates, new policies etc.

The users are part of some Channels and hence this page helps the employee to consume customized and relevant content of the specific business unit.

The contents are bundles and categorized as Channels namely What's New, EBSCO, Domain Capability, Managerial Capability, Leadership Capability, Organization capability and RSS Feeds of LinkedIn learning, TED, Forbes, HBR, SHRM, The Economic Times. INSEAD, Josh Bersin and many more

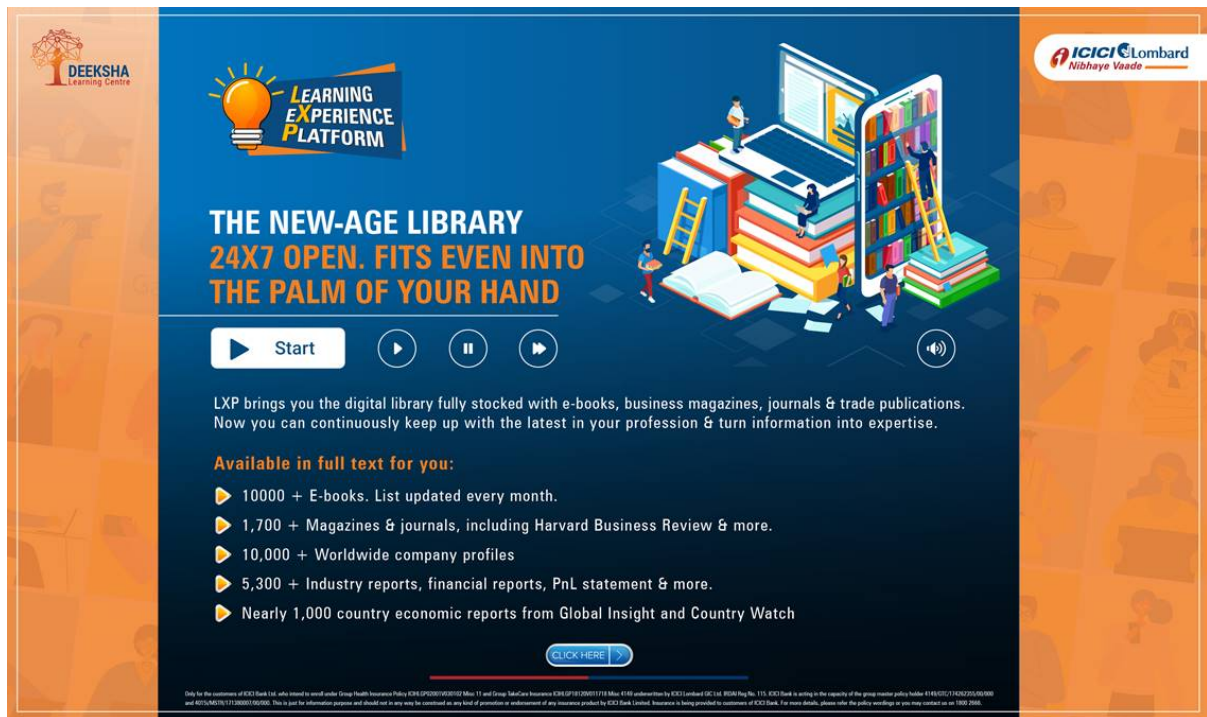
My Community - Each user of ICICI Lombard will belong to one or many groups based on their role and Business unit in the organization. The groups will enable ICICI Lombard to drive focused learning programs for its employees.

The group page will have private custom carousels, Smartcards, Pathways, Journeys and channels, which are accessible only to group users.

EBSCO Publishing

ICICI Lombard has collaborated with EBSCO Publishing seeking the learning style and need of an employee.

ICICI Lombard integrated and created a separate EBSCO page on the Homepage for user to access more than 60000 pieces of content



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Content Library with Go1

The Go1 Content Hub provides you with a wide range of topics by a versatile collection of global, regional, and specialized providers. ICICI Lombard integrated the GO1 content to offer its employees some of the best-curated content around Business skills, Personal Development, Safety and Compliance, Technology Skills. These contents are pre-scripted, dynamic, professionally animated/ edited courses; accompanied by quizzes, exercises, and course notes. The courses are also filled with hundreds of practical examples and real-life case studies.



Content Design: To align with the complement of required skills, ICICI Lombard needed to integrate five (5) content sources. The goal was to provide content and learning paths that support domain, behavioral, technical, and functional skills and leadership competencies. Content Providers:

VKconnect – Domain, Behavioural & Organizational videos - 2998 videos

LMS – SAF SF – E-Learning, Domain and Behavioral content - 459

EBSCO Publishing: E-Books – 10614, Others – 62458 (Articles, Case studies, Business Book Summaries, Audiobooks, Magazines, HBR, Company report, Trade Publications)

Leadership Centre: Leadership Content – 130

GO1 content Hub: Over 300 courses

Content is flown from different learning applications mentioned above to 6 business groups, Retail, Wholesale Insurance Group, Underwriting, Claims and Reinsurance, Corporate Centre, Finance and Accounts and Service, Operations and Technology

Six business groups were provided with single window access to relevant content, whether internal or external, defined by needs aligned to skill development. This personalized learning approach is accessible through both web and mobile devices. The flexibility of learning at the point of need is an important component to supporting the ICICI Lombard sales team which represents close to 70% of their workforce. Customized and relevant content was flown into the different sections of Groups and Capability Pockets.

Training Workshops:

Learning Experience Platform is a new edge solution to employees learning need and since the L&D team were crafting the project plan and building the ecosystem together, more knowledge of the platform was required and Hence L&D at ICICI Lombard were part of many Training workshops with the EdCast team, learning through videos and document, attending different seminars on LXP to understand and create a world class best platform to their employees.

Integration: The goal of this implementation was to create a “one-stop learning shop” that consolidates learning content from multiple sources, whether an internal HRIS or external content providers. LXP became the front door to all learning. Content was curated from disparate sources and presented based on user requirements.

The integration step was stepping stone to the success of the launch and engagement of IL Learning at ICICI Lombard. This was indeed the most cumbersome task to involve and content with the multiple existing platforms provides, create a project plan for integration, collaborate with the internal and external project owners and IT team, Create UAT, move content, test content on UAT and then go live. ICICI Lombard seamlessly integrated all the platforms together in a span of 2 months which was the record time of integrating 4 applications on the IL Learning platform.

Integrated Applications and Partners

People 1st – SAP Success Factors – LMS – HRIS System

The IL learning application was integrated with the current system for Single Sign On and provide a seamless login process. SSO base authentication was enabled to negate the activity of login to the application multiple time

Integrating Domain & Behavioural E-Learning modules were success implemented

VKconnect – kPoint Technologies – Video Platform

VKconnect is ICICI Lombard’s internal video hosting platform which is one of the best platforms in the L&D fraternity when it comes to consuming byte size content on the go. 2998 internal videos on Domain and Behavioural pockets were successfully integrated

AssessHub – Assessment platform

Insurance sector is a knowledge-intensive industry and employees keep themselves updated with the latest changes in product, policy and processes. As part of the learning architecture, there were many internal and external certification starting from 0 to 6 months ranging to 3 years.

Code Maroon certification focuses on developing deeper expertise in the domain subjects and build an advanced level of competency in the employees.

The learning gets tested over a series of 3 Knowledge Aptitude Tests (KAT) which leads to **Code Maroon** Certification.

KAT 1 > KAT 2 > KAT Final > **Code Maroon** Certification

The platform on which the KAT test is conducted is facilitated by Assesshub and hence integrating it with Assesshub was a critical process and was a time-bound activity

InfoSec & IT: Any deployment needs IT approval from the Client side looking at the Vulnerabilities and Exposing data to the outside world. Infra Assessment by ACC & InfoSec team, Findings & Resolution of Vulnerabilities and Approval -IT – Creation of Infrastructure for LXP to be carried out.

Vulnerability testing with Risk categories High, Low and Medium is carried out for the LXP at Multiple levels.

Delivery of the Program

To ensure alignment with ICICI Lombard’s business objectives, the LXP deployment was implemented in a phase-by-phase manner with a guided and structured Design, Launch Engagement and Adoption plan

ICICI Lombard wanted the launch to be spanned out, with deep engagement and adoption. Primary focus was to get all the users onboarded to the platform, web and mobile. ICICI Lombard along with EdCast team worked on detailed engagement plan, involving multiple stakeholders like HR employees, Business Team, DLC Council members, marketing team of ICICI Lombard and EdCast team.

MD and CEO of ICICI Lombard has always been a great promoter of learning which is quite evident from the fact that he spends about 18 days in a year for L&D-related training interventions.

ICICI Lombard launched with video of MD & CEO explaining about the platform and uses and how it will change the way employees learn today. The launch video was hosted on the home page of IL Learning under Bulletin section.

LXP Launch – IL Learning



The banner features the DEEKSHA Learning Centre logo on the top left and the ICICI Lombard Nibhaya Vaade logo on the top right. The main content area has a blue background with a lightbulb icon and the text "INTRODUCING LEARNING EXPERIENCE PLATFORM". Below this, a paragraph describes the platform as a unique online tool for keeping motivation high and making learning engaging. A "START >" button is positioned below the text. To the right, an illustration shows a person sitting at a desk with a laptop, surrounded by various educational icons. Below the main text, a section titled "Popular on LXP" contains five colorful boxes, each with an icon and a title: "AI-powered Personalized Learning", "Multiple Pathway Learning Videos/Quizzes/Surveys", "Gamified Learning Badges/Leader Boards/Scores", "Peer-connect Learning Like/Share/Comment/Tag", and "Guided Learning Assessments/Evaluations". At the bottom, a line of text states "Available on laptops and desktops. One click and the learn-a-tainment begins!" followed by a "FOR LOGIN" label and a "CLICK HERE >" button. A small disclaimer is visible at the very bottom of the banner.

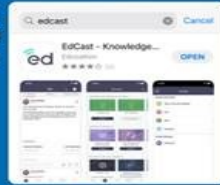
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FIND YOUR WAY EASILY TO YOUR FAVOURITE AI-POWERED FUN-LEARNING PLATFORM!

Step 1

Scan this QR code to reach "Edcast" app



Or, Search for "Edcast" app in Android Playstore or Apple App store & download Edcast - Knowledge Sharing App as shown

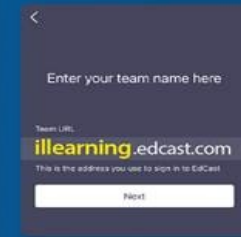
Step 2

Click on Get Started



Step 3

Type under **Team URL - illearning.edcast.com** > Then Click on Next



Step 4

Click on 'Login with IL Credentials' and enter your IL login ID & password



Step 5

Select upto 3 learning goals from the list, then click on next (only if you are logging in for the first time)



Step 6

Allow Notifications and Save password (optional)

Click on the Profile image to the Top Left for accessing Dashboard, Leaderboard, My Courses, Bookmarks and My Downloads.



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Deeksha Learning Centre – Council Members (DLC Council members)

ICICI Lombard believes in the philosophy of Leaders as teachers. All the functional training content creation and Delivery are done by the Subject Matter Experts and are part of the DLC Council.

To contribute to Learning agenda by being:

- Skill Builders: Training delivery & imparting functional knowledge & skills and build competencies amongst participants
- Curriculum Experts: Content creation Subject matter Experts with deep domain knowledge. They help build functional content.
- Learning Engagement Specialists: Promoting & championing learning as per 70:20:10 principle, assess factors that will interest employees & work on social platforms to promote learning

Launch and Adoption Plan: A comprehensive plan was outlined to support the launch of the platform to the user audience including: engaging pre-launch and post-launch activities, Champions Program that promoted internal value, live onboarding sessions, online roadshows and promotion held using various platforms such as MS Teams.

Guiding Principle for Engagement:

Driving the Potential of One (Individual Excellence) - Provide personalized and customized learning experiences

Flexibility & On-the-go learning - Learners can use it on the go, Self-paced learning, download content for viewing offline

Leveraging the Power of Many - Teams and Culture

Curiosity - Communication Campaign with curiosity as theme

Speed - Marketing Enablers to be deployed for Speedy downloads.

Segmentation - Various Segments to be addressed during Pre-launch, Launch and Post-launch activity

Guiding Principles



Engagement Framework:

Awareness: Created campaigns: communicate, partner with leaders, got senior leaders to spread the message through videos, podcast, emailer, organization announcement, Leader speak sessions, etc.

Align: Tied to individual goals and existing programs. Created and assigned department level customized content and programs

Assign: Created Carousels, Pathways (multiple piece of content), Groups, Used individual and group assignments and measured

Reward & Recognition: Award users, use winners as advocates, testimonials from happy ones

Reinforce & Measure: Measured user growth, app retention, feature/content usage

ICICI Lombard used the PACE Model

Phase I – Plan and Align

- Align goals and capabilities, gets everyone on the same page and makes the best use of the product to meet those goals.

Phase II – Configure

- Focus on frictionless access & interoperability with quickly delivers an improved employee experience.

Phase III – Engage

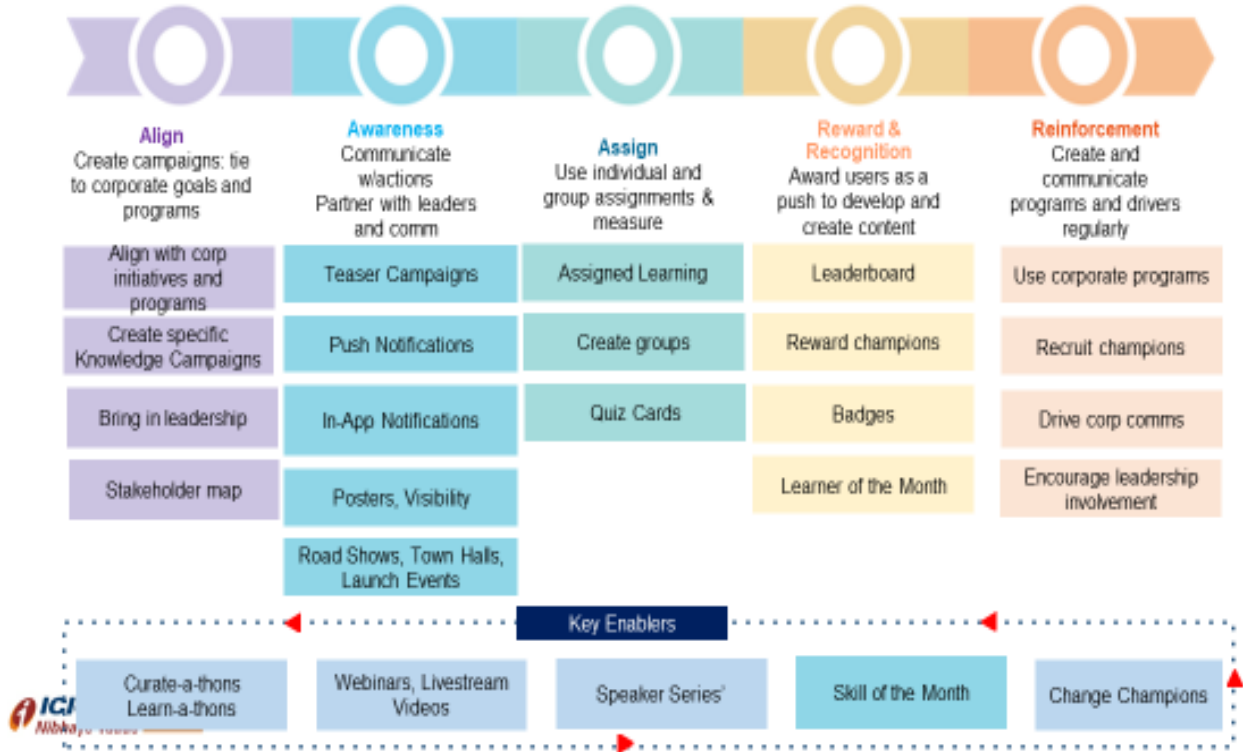
- Leading employee engagement with best practices enables meeting your defined goals. Measure and using insights to improve.

Pre and Post Launch

- Soft Launch date
- Pre-launch
 - Teaser communication on T-4, T-2
 - Posters across branches to be put pre-launch (teaser-led communication)
- Launch communication
 - Emailer to all employees | Launch video embedded
 - Screen savers on laptops | backdrop for team meetings
 - Pop video – shots with employee experiences captured
 - Posters across branches
- Post-launch
 - Calenderized approach with Engagement programs
 - Month-long campaign with interventions/ nudges

Engagement Framework - Adoption

Examples to drive user adoption and engagement



Aware	Align	Assign	R & R	R & M
Digital-led teasers, emails, In-app notifications, Yammer, Kaizala posts	Run organization-wise learning events that align with the identified themes	Assign learning cards	Recognition emails from the leader	Self-sustainable ready reckoners
Offline Posters (If branches re-open) making user sign-up to portal.	Empower BU heads and SMEs to drive knowledge dissemination & run learning programs.	Assess knowledge through quizzes.	Create” rights for the winners of a Learning Event	Weekly Digest
QR codes directing users to the playstore/appstore.	Involvement of senior leadership through videos	Create groups on Yammer	Encourage learners to share badges on LinkedIn	Daily Mobile Push Notifications
Nudges prompting user to act (adopt, discover, consume)	Promote through identified tools - Email, Yammer, Kaizala, Teams	Channels on teams	Learner of the Month Contest/Spot the Champion	Involve influencers
Webinars and workshops conducted to build awareness about the initiative.		Gamified engagement programs	RnR for Contests, Challenges etc. . Leaderboard	Leverage champion
		Teams & Chrome Widget of LXP		Measure app analytics

Champions Program: DLC Council Members

- Champions to share their knowledge (explicit & tacit) with other employees and build their own community
- Drive knowledge exchange and social learning on IL Learning.
- Contribute to IL Learning in a way that leads to real learning and measurable outcomes
- Build a community and brand of their own using IL Learning

The Champions plan was one of most important engagement step for ICICI Lombard in terms of driving IL Learning engagement. The 4 step Champions program was instrumental in alignment with the learning objectives engaging the employees, sustain the learning through IL Learning

Align: Onboarding, training and support

Engage: Create and curate content, Assign, review and recommend

Sustain: Curat-a-thons, VILT, Quarterly virtual meetups and Annual learning day

Reward: Expert of the month, Expert carousel and Custom badges

Content curation workshop was conducted by EdCast to all DLC Council members thus helping them to gain expertise and create customized content

Virtual Webinar and Engagement:

DLC Council played a pivotal role in onboarding employees on IL learning platform. What also really worked was marathon of online virtual sessions in collaboration with Business leaders. L&D team conducted more than 120 online trainings to provide Overview of the IL Learning applications and on-board users in the same meeting. This helped ICICI Lombard reach more than 80% employees of ICICI Lombard visiting the platform.

Email Communications:

Campaigns & Communications

Feedback & Testimonials

Feedback and testimony from employees and Senior leaders

Teaser, Launch and Reinforcement Mailers

Teaser & Launch Communication for LXP

Leaderboard toppers

Applause for scoring the highest on LXP
Earned Badges

Champions Program

Curtain raiser LXP program for DLC Council members
Train the Trainer for DLC members
Content curation and Awareness session by council members

Hobby Groups

6 exciting clubs to socialize with the members, explore and share relevant content
Sports, Music, Book, Photography, Health & Fitness and Auto Club

Campaign

Treasure Hunt : A treasure's within sight, Just get the clues Right. 5 days, 5 Clues
Mobile App Launch – IL Learning
Launch of Digital Library on IL Learning - EBSCO
Diwali – Light the lamp of Knowledge

The IL learning application was launched during the pandemic and ICICI Lombard had to depend on many asynchronous communications. Around 63 email communication was done organisation-wide along with other modes.

Have you checked **IL Learning LXP** today?
Make LXP a Daily Habit

Just like we check the newspaper every day, let's start our day by checking **IL Learning LXP** (Learning Experience Platform).

Access it from your Laptop, PC, Tablet or mobile.

It has AI curated latest content on topics of your choice.

Click here **IL LEARNING LXP**

In **IL Learning LXP**, Check the **"Work Management"** channel

Smart Cards Secure Work from Home, Performance Management, Leave Cancellation and many more

Pathways Fundamentals of Artificial Intelligence, Digital Transformation, Ethics in Business and many more

IL LEARNING LXP

IL Learning LXP, makes learning fun

Complete the Content & Earn Leaderboard Points

Get a comprehensive overview of: **Motor Policy Coverage, Exclusions & Claims** with examples.

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You can find **videos, e-learnings** and many other contents on your Search topic in LXP.

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IL Learning LXP now brings to you **Harvard Business Review**

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Learn about **CHI** in **IL Learning LXP** and earn Leaderboard points.

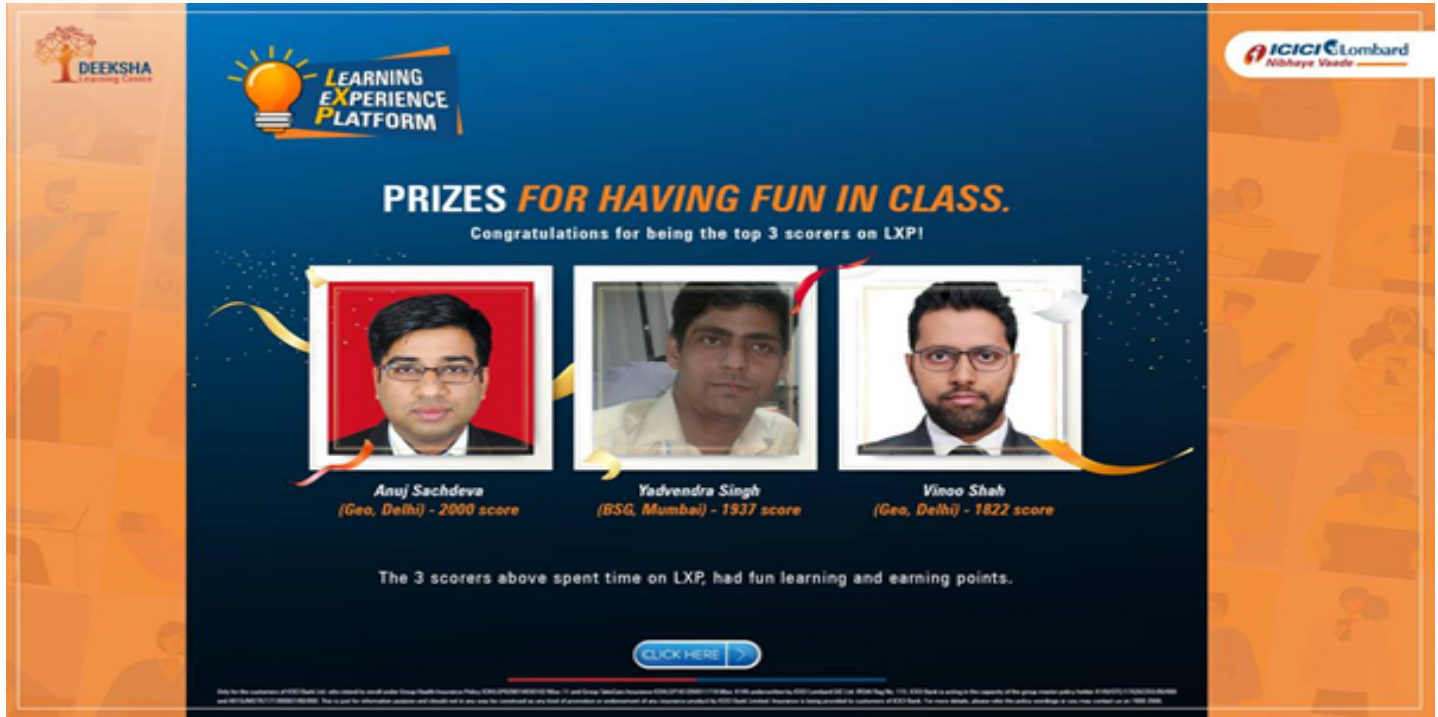
Get to know about the new plans in **Complete Health Insurance (CHI)** and their features.

Check Now **IL LEARNING LXP**

Campaigns:

To get footfall and encourage employees to consume content, various Campaigns, events and engagement activities were planned and executed.

Learner of the month – ICICI Lombard created leaderboard and separate mailers were created for the top scorer on IL Learning and communicated to entire organization. Highest scorer earned different badges that were created on IL Learning.



Dashboard – Monthly dashboard released for user consumption and data analytics related to the platform. No of user’s onboarded, active users, content consumption, Top content views, top curator, etc.

Skill of Month: To drive adoption, ICICI Lombard identified some core skill sets post-business discussion and related program and content was created and launched.

Independence Day & Diwali: Selected themes were identified related to upcoming festive months and Freedom of learning (Independence Day) and Diwali (Light the lap of knowledge) campaign were launched to create awareness and drive learner engagement and adoption on the platform.

DEEKSHA Learning Centre

ICICI Lombard Nibhaye Vaade

Diwali signifies the victory of good over evil,
knowledge over darkness, positivity over negativity.

Light the lamp of knowledge this Diwali

[Click here for IL Learning LXP](#)

Scan QR code to download LXP mobile app

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Treasure Hunt: Treasure hunt was launched on email and different cues were established on email related to content, people, hobby groups, channel, carousel, etc. A treasure is within sight, just get the clues Right. 5 days, 5 Clues.

TREASURE HUNT? READY TO HUNT?
Hidden clues. Not so hidden rewards.
July 5, 2021 onwards. Get ready.
ONLY ON LXP

ONLINE, THERE'S A LOT OF STUFF. FINDING TODAY'S CLUE MIGHT BE TOUGH.
Now you know the drill. Find today's clue & move ahead in the LXP Treasure Hunt. Quick!

YOU HAVE ONE DAY TO GET IT RIGHT. TODAY'S CLUE IS WITHIN SIGHT!
Find today's clue and move one more step towards the treasure. Waste no time!

BY LOGGING IN IT CAN BE FOUND, BUT BEWARE! IT'S HIDING WITHOUT A SOUND.
Clue No. 2 for the Treasure Hunt is out. Find it and take the shortcut step towards your win. Hurry!

A TREASURE'S WITHIN SIGHT JUST GET THE CLUES RIGHT. IT'S HIDDEN BUT NOT BURIED. SO, DON'T GET TOO WORRIED.
The Treasure Hunt is LIVE on LXP 5 days, 5 clues. Solve the clues. Claim the treasure.

LOOK FOR THE CLUE LIKE EVERY DAY HURRAY! TREASURE IS JUST ONE DAY AWAY.
Last day. Last clue. Go for it!

Hobby Groups: One of the core criteria and expectation from LXP platform was social learning and during the covid crisis, ICICI Lombard wanted the employees to connect asynchronously and follow their passion, share knowledge, learn and unwind themselves. With this motive different Hobby Groups were formed for employees to come together and engage with likeminded employees.



DEEKSHA Learning Centre

LEARNING EXPERIENCE PLATFORM

ICICI Lombard
Nibhaye Vaade

HOBBY CLUBS NOW ACTIVE ON YOUR FAVOURITE FUN-LEARNING PLATFORM!

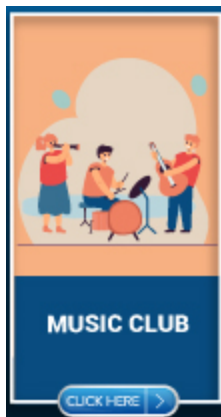
Six exciting clubs are now active on LXP. Join the one you like. Socialize with the members, explore and share relevant content. In short, have more fun learning than ever before.

Get to your favourite club now!




SPORTS CLUB

CLICK HERE >



MUSIC CLUB

CLICK HERE >



BOOK CLUB

CLICK HERE >



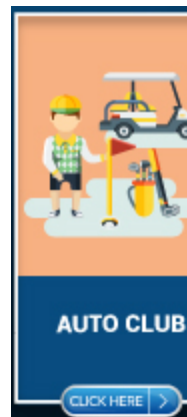
PHOTOGRAPHY CLUB

CLICK HERE >



HEALTH & FITNESS CLUB

CLICK HERE >



AUTO CLUB

CLICK HERE >

Now, nurturing your hobby is also one new way of learning. What fun!

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SMS Campaign: Daily sms alerts were sent to all employees for couple of weeks, talking about the IL Learning platform, its features, benefits, nuances, corporate communication and much more

Push Notification: The IL Learning app enabled to push notifications directly to learners on app-enabled mobile devices for new assignments, completing assignment, new announcement and much more.

Internal Social Media: Communication's on internal social platform like Kaizala, Yammer. Moving Banner and message on the ICICI Lombard internal Homepage for employees. A pop-up window was visible every day when employees marked attendance, IL Learning screensaver across organization.

Posters and Collaterals: ICICI Lombard deployed wall posters to all branches of ICICI Lombard along with danglers and wobblers with IL Learning launch and QR code-enabled communications for app download from Google Playstore and Appstore.

Change Management Efforts

In today's business environment a digital transformation strategy is not a 'nice to have' strategy but a mission-critical requirement that should be in place across all the functions in an enterprise. Digital transformation and the need to develop new enterprise capabilities was a key driver behind ICICI Lombard's move to a state-of-the-art learning platform. The goal was to empower and reskill their employees to remain competitive in today's changing market. Simply stated, the fragmentation of the client's ecosystem was an obstacle to learning agility. The lack of a personalized approach to skill development dissuaded learners from engaging with their old system. The key pain points of the client sought to overcome included:

- Lack of collaborative learning platforms that support social and peer-to-peer learning and the sharing of tacit knowledge.
- Disparate content sources which made the search and discovery of relevant content difficult and time-consuming
- Limited options for assessing and rewarding learners across the organization
- Restricted visibility into usage and insights due to the limited analytics capabilities of the platform.
- Lack of a Mobile First Solution. Anywhere anytime solution
- The ability to bridge skill gaps for employees with digital technologies
- Assess to see how learners absorb the learning information and its application in the flow of work
- The ability to bridge skill gaps for employees with digital technologies

With change comes resistance. Implementing a new learning platform is not an exception to the common crossing-the-chasm situation. Of course, there are individuals at all levels of organization that quickly accept this new idea of learning. However, in most cases the majority of people within the learning function believe that this move is too far of a stretch and the impact would be minimal when compared to the amount of effort needed to make such a change.

In this case, it is important to provide context to these individuals by breaking out and communicating specific value propositions that are critical to the success of the implementation. This is much easier at senior levels of the organization, while the front line is mostly very resistant. Through the open dialogue, the champions come up with new solutions, recommendations, and ideas to improve the platform. Eventually, those who were initially skeptical become advocates for the change and become key drivers of the new learning strategy.

The strategies deployed at various organizations to increase adoption of EdCast can be summarized as:

- Be transparent. Make sure everyone understands the process as well as the expected outcomes.
- Open lines of communication and urge employees to provide feedback.
- Empower teams to get involved in the process by requesting recommendations for improvements.
- Provide the necessary resources for training and support
- Target early adopters to bridge the chasm and encourage widespread adoption

ICICI Lombard - Bharti AXA General Insurance

ICICI Lombard acquired one of the listed general insurance companies in India – Bharti AXA General Insurance. With this acquisition ICICI Lombard had to integrated 2200 plus employees and be part of the existing environment and ecosystem. ICICI Lombard embarked on a bigger journey of employees knowing about the IL learning application, onboarding all the 2200 employees on IL Learning, training and upskilling them.

Incoming employees had a bigger challenge in terms of knowing multiple learning systems at ICICI Lombard as it was overwhelming and learning was for both the organization.

ICICI Lombard introduced the What's New and I am new to the platform Channel as a starter kit for employees to understand the platform and what is expected them to know first. Live webinar session with all new employees made them aware about IL learning platform.

Code Orange Certification: It's an internal certification that applies to all employees joining the organization and need to complete the certification within 4 months of joining.

On joining, it's necessary for all the employees to undertake the combination of classroom & E-Learning programs.

In the integration process, ICICI Lombard moved the Code Orange e-learning modules to IL Learning as a new solution to engage and have a better adoption rate.

ICICI Lombard was able to bring learner to the IL Learning ecosystem and have more than 73% adoption rate for 2200 plus employees.

IL Learning was instrumental in the entire post-integration process. Employee had to complete many mandatory courses, specially designed program for the incoming employees and much more. IL Learning helped employees in the entire acclimatisation of

the ICICI Lombard’s vision, the cultural environment and understanding the organization in a better way, with IL Learning things were seamless.

ICICI Lombard needed a modern learning system that could provide a personalized & and seamless learning and skilling experience to every employee. EdCast transformed the client’s learning and development ecosystem and helped them to drive critical learning interventions with ease.

The Capability Management Program was hosted centrally across the organization The EdCast Learning Experience Platform (LXP) was transformative for ICICI Lombard employees. Learners found the platform to be intuitive and engaging to use which improved learner engagement. The EdCast LXP provided centralized access to all learning content, whether from internal or external sources. As a result, users could for the first time take charge of their learning journey — tracking their progress, accessing learning resources aligned to their needs, collaborating with other employees and sharing tacit knowledge and pursuing healthy competition among their peers.

Code Orange Certification Program was designed for new employees to provide a smooth onboarding and learning experience. The EdCast LXP sent push reminders to learners about their progress and pending items. Detailed analytics and reporting made the tracking of user engagement seamless. ICICI Lombard realized a 73% lift in user adoption as new employees progressed toward the completion of their certification.

Mobile Enabled Solution: By integrating content partners and providing mobile accessibility of content, Learners can now access the meaningful and relevant content anytime and anywhere and learn on the go. EdCast meets learners where they make it easy for them to upskill and reskilled when convenient by using an intuitive consumer-grade user interface. Learners now have access to the content they need to build the skills required without the friction experienced by the old ecosystem.

Skill Assessment Framework:

Upskilling framework was designed for client’s sales team with an objective to get the sales individual job-ready faster, enhance the performance on field with sharper closures and improved relationship management. - Pre-defined Sales Skills for each grade were ideated to inspire the teams to prepare themselves for current and future roles by strengthening their core areas. Self-Assessment and manager’s assessment helped to benchmark the current skills and identify the gaps as per desired proficiency level. Focused initiatives on IL-learning are planned around 70-20-10 learning model to harness the strength of team and develop them on certain areas of improvement.

Measurable Benefits

ICICI Lombard has taken a very aspirational goal to promote IL Learning and this platform to be the one-stop solution for all the learning needs. ICICI Lombard has crafted objective-driven success goals which are measurable and result oriented.

While this new learning program continues to gain acceptance across all organizations, it is important to note the effect this system has been bringing among the active learners. Some of the key benefits of using EdCast can be summarized by the points below:

- Eliminating time spent searching for valuable information
- Reduction of any delay for job activities while searching for answers to job-specific issues
- Eliminating the need to use multiple programs for learning and knowledge-sharing since EdCast combines all the information into on point of delivery
- Increasing engagement with learning related activities
- Increasing peer-to-peer knowledge sharing and direct feedback

Referring to the couple of success goals that were identified and created basis the Learning 2.0 vision and organization objective are

- Create Culture of Curiosity & Continuous Learning
- Organisational upskilling using the content and the learner experience in LXP
- Create home-grown experts
- Facilitate collaboration within employees
- Facilitate seamless and engaging Onboarding Experiences

Create Culture of Curiosity & Continuous Learning:

ICICI Lombard mentioned about the different campaigns and programs that were deployed for promoting IL Learning. Teaser emails and engagements were made 30 days prior to the launch of IL Learning. Campaigns like Treasure hunt, Channels like What's new to the platform, an entire section of Discover learning, the 3 learning goals, and AI driven content daily give the learner a whole new horizon to unleash and explore and these were some of the thought-through strategies to create curiosity in learners mind related to the IL Learning platform.

Learners have been curious always at ICICI Lombard related to the L&D strategies and exploring new horizons. ICICI Lombard in the past have come up gradually with different learning applications every year and with robust launch and engagement strategy, ICICI Lombard have always surprised their learners in many ways.

Organisational upskilling using the content and the learner experience in LXP

ICICI Lombard has a very well-defined learning journey of an employee who joins the organization from Day 1 to 5 years.

Customized content for different certification Code Orange, Code Maroon, Code Maroon +, Code Maroon Advance, Code Blue (First Time Manager, managers of Manager & Emerging Leaders), GPTW (People Leader Certification) were made on the IL Learning platform and used in different stages and phases of the program like some being mandatory to complete in a specific time (Code) certification, some customized content been used a pre-read, during training intervention and post-training.

Create home-grown experts

ICICI Lombard has already believed in been dependent on the internal talent and subject matter experts – DLC Council members for delivery of domain training programs, creation of customized content and experts who champion learning engagement and applications.

Every year, ICICI Lombard team engages with 220 DLC council members in terms their skilling and development.

Facilitation Skills Workshop for Skill builders on How to conduct effective session in classroom and in virtual environment

Content creation workshop for Curriculum experts on how to create effective content using different tools – Case study, PowerPoint based presentation, Word, excel, Adobe applications etc.

Platform training workshop, Video creation workshop using tools and application like mobile and VKonnect for learning engagement specialists

ICICI Lombard’s homegrown experts were instrumental in terms of spreading the awareness about IL Learning and thus engaging with employees on virtual sessions.

Facilitate seamless and engaging Onboarding Experiences

VKonnect is one of the platforms at ICICI Lombard which hosts content in the form videos, learners can watch and create video on the platform itself. While creating video content and curate it for different audience belonging to business groups and verticals, much demand and consumption was for customized, department and domain specific videos.

Learners have always wanted customized and internal content and with this ICICI Lombard some great learning programs and launched on the IL learning application for the first time.

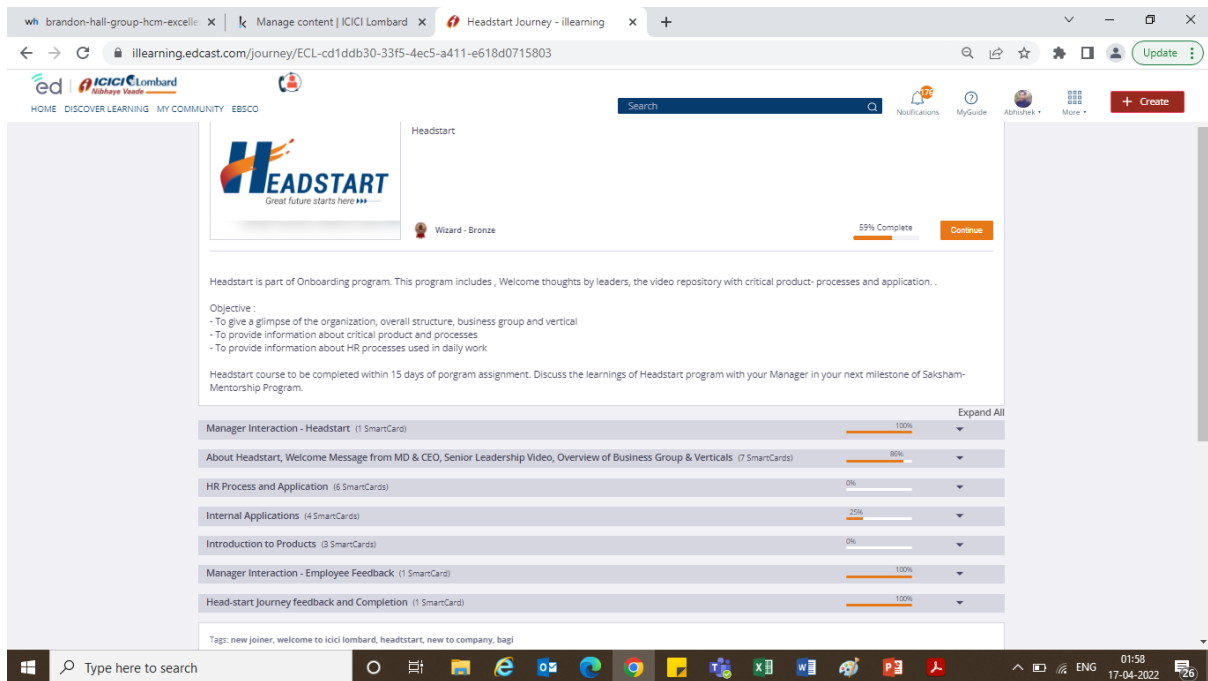
Onboarding has always been one of the critical objectives and parameters for L&D team at ICICI Lombard.

ICICI Lombard crafted and created an onboarding program Headstart – Learning starts here

The program was specially designed on IL Learning and for new joiners who need to complete the assignment in 15 days of joining. A Journey of 5.5 hours.

Headstart Program

- Manager Interaction – First day – New joiner
- About Headstart program, Welcome Message from MD & CEO, Senior Leadership Video, Overview of Business Group & Verticals
- HR Process and Application
- Internal Applications
- Introduction to products
- Manager Interaction
- Headstart – Journey completion & Feedback



Headstart program has been a huge success, with this program ICICI Lombard onboard the employee on IL Learning, engages the new joiner with customized, homegrown content, pushes content in the form of quiz, survey, videos, scorm content all bundled together and with this the learner visits the platform again and again. Headstart is the most trending program on IL Learning in terms of content performance, likes, comment and journey performance.

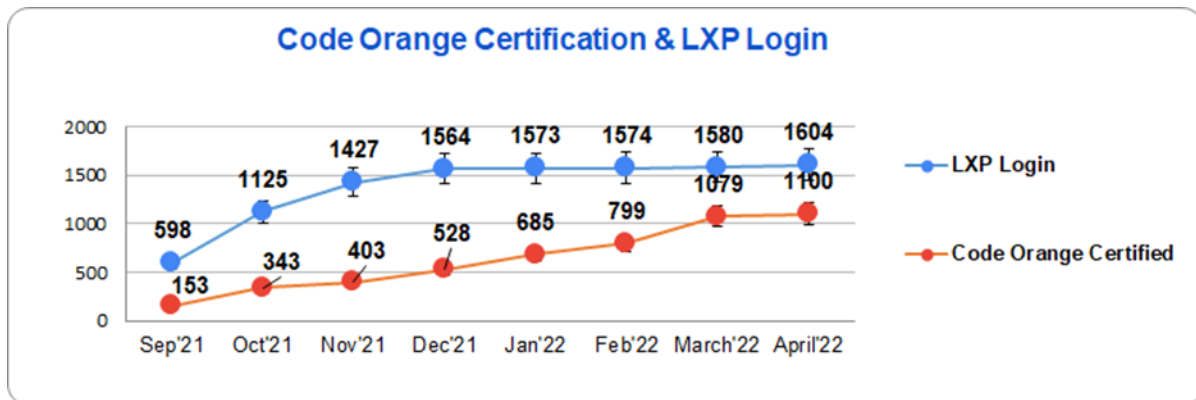
New Programs Launched on LXP:

Code Orange certification:

Code Orange certification ensures the threshold of knowledge and skills required to perform in a given role by a new employee. Code Orange is linked to the confirmation of new employees and is designed in a way that takes care of the mandatory trainings and equips him/her to hit the ground faster.

On joining, it is necessary for all the employees to undertake the combination of classroom & E-Learning programs towards their Code Orange certification. Employees can see the E-Learning programs through the LXP Platform.

As a part of Code Orange, it is necessary for all employees to complete 5 E-Learning modules - AML (Anti Money Laundering), IL Compliance, POSH (Prevention of Sexual Harassment), Information & Cyber Security & Diversity & Inclusion within 30 days of joining. They also must complete the other assigned e-learning modules applicable for their Vertical as per the Learning Ladder



iLearn:

As part of this important initiative, ICICI Lombard launched their iLearn program.

The program is basis the skills that employees want to learn. The iLearn Program led to a significant jump in platform access and content completions when compared to the previous year. A marked improvement in accessing these modules on off learning hours through the mobile app was also realized.



DEEKSHA Learning Centre

ICICI Lombard
Nibhaye Vaade

Micro Certification - iLearn

Basic Trouble Shooting Skills
Learn how to troubleshoot basic IT related issues
[Click Here](#)

Interpersonal Communication

Time Management

Use of MS Office Tools

Business Communication

iLearn

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Micro Certification - iLearn

Business Communication

- Business Communication Standards
- Advisory for Working Etiquettes and Behaviour

Time Management

- New Ways of Working - Time Management

Use of MS office Tools

- Effective Use of Outlook & Calendarization
- MS Team - How to Collaborate
- MS Excel: Features, Applications to Daily BAU Activities

Interpersonal Communication

- Understanding of The Different Communication Type
- The 7C's of Communication

DEEKSHA Learning Centre

Micro Certification - iLearn

Interpersonal Communication
Views: **1121**

Basic Trouble Shooting Skill
Views: **2095**

Time Management
Views: **1653**

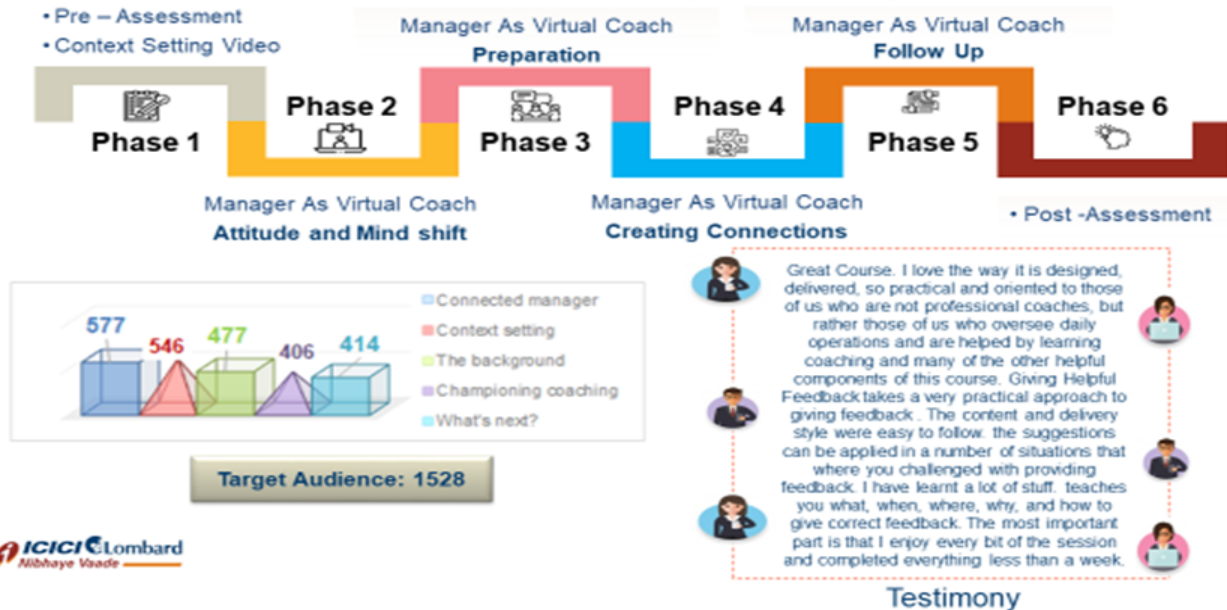
Business Communication
Views: **1474**

Microsoft Office Tools
Views: **1605**

iLearn

Manager as Virtual Coach – Connected Managers

Micro Certification: Connected Manager: Manager As Virtual Coach



15

An asynchronous self-paced learning intervention to cater to the new-age learning requirements of the managers at ICICI Lombard. This is being introduced as a series of focused self-learning interventions to encourage learning on the go. Connected Manager is specifically built to cater to the requirements observed and identified as a result of the hybrid ways of working and the challenges faced by managers in aligning themselves to meet these requirements.

Mode of facilitation – Online using IL Learning

There are 7 Phases as follows:

Phase 1: Pre-Assessment, Context setting video

Phase 2 to 5: 4 Master Classes of 1 hour each

Phase 6: Post-Assessment and Completion Certification

Phase 7: Mastery Certification

Onboarding to IL Learning:

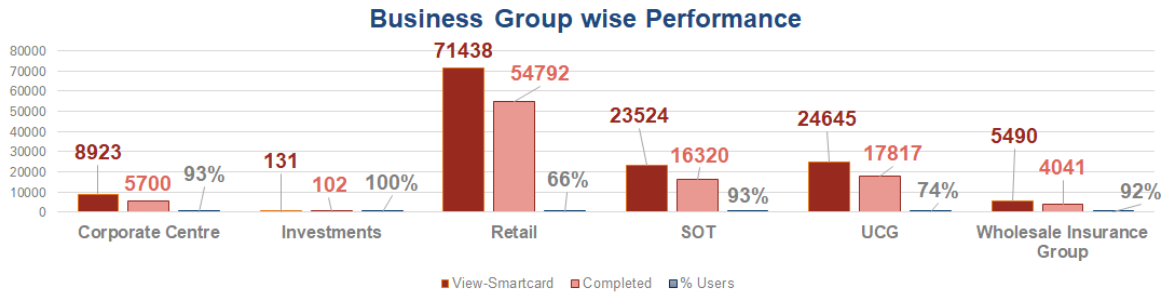
At ICICI Lombard the first and foremost task post-launch was to encourage employees to submit the 3 learnings goals and visit the platform.

9086 employees onboarded on the platform in a span of 9 months which is 83%.

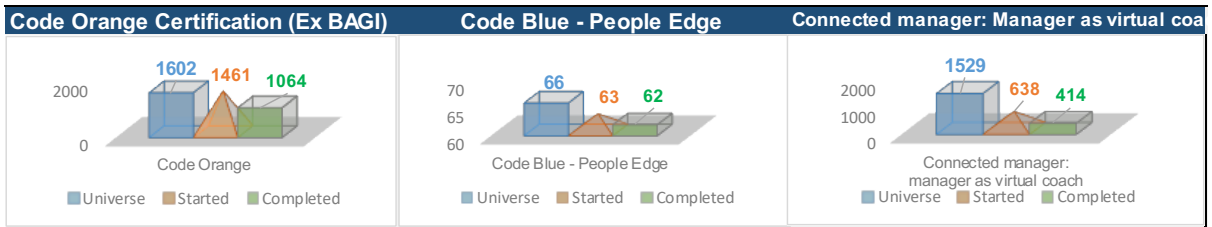
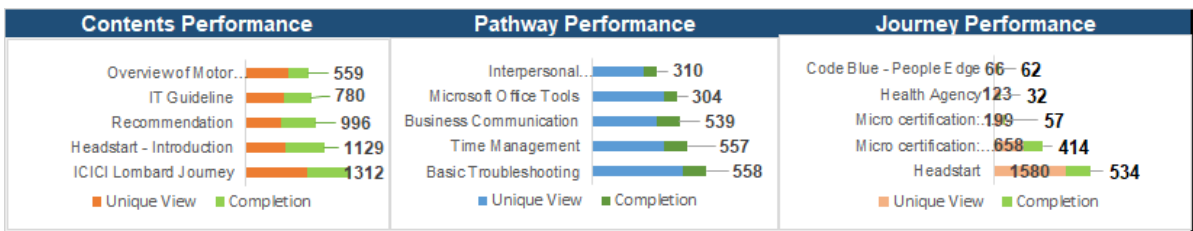
IL Learning Analytics and Highlights



Business Group-wise Performance:



Content and Program performance.



AER Report: A (Adoption, E (Engagement), R (Retention)

EdCast every month works on the engagement index and creates a detailed report for all their 20-plus clients in the AMEA region. The report broadly focusses on Platform roll out phases which includes mentioned parameters like Adoption, Engagement and Retention.

Framework	Review	Goals	Signals	Metrics
Platform Roll-out Phases	The most appropriate time to review these parameters.	Goals are road objectives.	Signals are indicators that you are making progress toward the goals.	Metrics are quantifiable data points indicating success or failure.
Adoption	Every 30 days (For the first 3 months)	Increase user adoption	-	Registered Users
			Users are logging onto the platform	Logged in Users
			Users are installing and using the mobile app	Mobile Active Users
Engagement	Every 30 days	Increase user engagement	Users are active on the platform	Active Users
			Learners are consuming Content	Monthly Active Users
			Users are earning Badges	Unique Content Views
			Users are collaborating on the platform	Unique Content Completions
			Users are Searching on the platform	Likes+Comments+Shares
Retention	Every 30 days (After 3 months of launch)	Retain users on the platform	Users are active on the platform for more than 1 day	Users with multiple days of active engagement
			Users are coming back on the platform	RMAU
			User are becoming advocates of the platform	NPS

Scoring: ICICI Lombard has scored an average of 1.4 in Adoption, 1.01 in Engagement and 1.1 in Retention in the last 6 months which is a testimony of the output of the implementation of LXP in the organisation.

Above 1	Higher than AMEA average
0.5-0.9	Lower than AMEA average
Below 0.5	Dismally low

Overall

Both the organization, ICICI Lombard and EdCast team encountered a lot of challenges in building the platform together and always worked together to counter the challenges and deliver the project efficiently.

Social learning:

ICICI Lombard and EdCast team working together was in itself the best learning opportunity to collaborate and launch IL Learning LXP platform to all employees. The primary learning was to craft the vision, create a goal, plan a project, execute, connect with multiple stakeholders and organizations to launch world-class LXP platform for ICICI Lombard. The complete project was worked and launched during the pandemic and virtually.

Future State

Onboarding:

Getting all users onboarded on the platform and increase the number of visits on IL Learning is the key focus. Increase the onboarding from 81% to 95%

Increase the engagement and adoption rate of the users on the platform. Getting more users accessing the platform for their training needs

Success Goals 2.0

Relooking at the current success goals and crafting a new goal for the next financial year seeking the current requirement, challenges and the key focus of the organization

Learning Goals

ICICI Lombard initially launched with 19 learning goals basis what employees want to learn and aligned with the organization objectives. Revisiting the learning goals and updating is the key focus in future

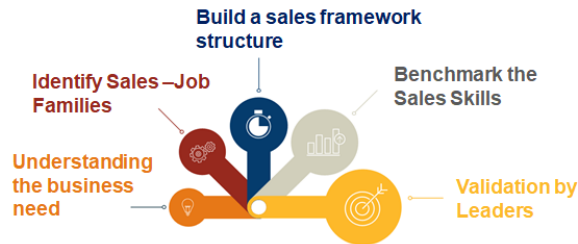
Learning Passport & Social Engagement

Harness the power of individual profile on IL Learning and updating the passport credentials. Focusing on user profile update with personal information, likes, certifications, accreditation, expertise, journey, success stories and followers. Users following their roles model, leaders, DLC Council member, subject matter expert, people from specific department.

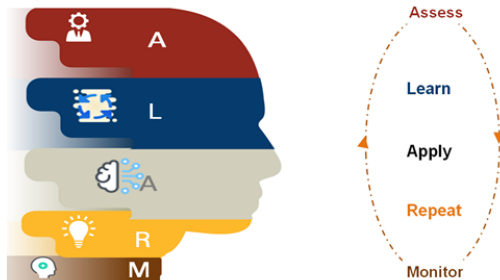
Sales Skill Framework

Launch of sales skill framework for Sales team – 7000 employees in Retail and Wholesale Insurance Group.

Approach



Building a Habit



Identify Sales content providers

go1

- Large Content Aggregator
- >100K courses from >200 publishers
- 1000+ sales courses

Infonative Solutions Pvt Ltd

- 6 hour Hindi content on agent recruitment, lead generation, Sales communication



Customized Content – Domain – Business groups and Vertical. Organization-wide

ICICI Lombard in collaboration with DLC Council members – content creators planned to create curriculum-based content for different business groups. Creating and curating more home-developed content in the form of product presentations, quiz, videos, and case studies and launching quarterly programs on LXP.

Adoption of curriculum from IL Learning for the different Classroom and Virtual programs at ICICI Lombard. Making relevant content and using IL Learning at various intervention of learning journey like pre-classroom activities, during classroom and post-classroom.

Create new aged programs on IL Learning like Headstart, Manager as virtual coach. Code orange which only gets hosted on IL Learning.

Collaboration with more external content providers like Coursera, Skillsoft for behavioural-related content.

About Brandon Hall Group

With more than 10,000 clients globally and 29 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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recognizes world-class HCM programs that transform their organization and achieve breakthrough results. This designation is the next step beyond the HCM Excellence Awards, which focus on a single program, and looks at the department as a whole.

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