



# Birlasoft Reduces External Training Costs By 40% with Coursera Learning Platform

Birlasoft

Best Learning Technology Implementation

November 2024



## Company Background



Company-at-a-Glance	
Headquarters	Pune, India
Year Founded	December 28, 1990
Revenue	USD 637.2 M
Employees	11500+
Global Scale	Americas, Asia Pacific, Europe, Middle East
Customers/Output, etc.	Services – Digital transformation, Data Analytics Transformation, Infrastructure & Cloud Technology, Enterprise Resource Planning Industry – Manufacturing, BFSI, Energy & Resources, Life sciences & Health care
Industry	IT/ITES
Stock Symbol	BSOFT
Website	<a href="https://www.birlasoft.com">https://www.birlasoft.com</a>



## Budget and Timeframe

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Number of (HR, Learning, Talent) employees involved with the implementation?	4
Number of Operations or Subject Matter Expert employees involved with the implementation?	10
Number of contractors involved with implementation	2 (With Coursera and CSOD for Integration of the E-Learning platform)
Timeframe to implement	UAT to Go Live in 30 Days
Start date of the program	1st Novemeber'2022

## Fit to the Needs

- Birlasoft believes in cultivating a culture of continuous learning by providing employees with learning opportunities at an enterprise level. To achieve this, Birlasoft partnered with a best-in-class learning platform to offer in-depth content for employees' upskilling, reskilling, and cross-skilling.
- The platform offers a range of learning assets covering technology, process, domain, functional, behavioral and leadership skills.
- Enhance learning engagement across all segments of the employee population, including Delivery, Sales, and Enabling.
- The global accessibility of learning opportunities (both onsite and offshore) was previously missing.
- Drive key training initiatives for campus graduates, proactive skilling, sales academy, managerial enablement, and project and program management.
- Learning in the flow of work.
- Develop T-shaped capability within the organization through a blend of in-depth courses and bite-sized learning opportunities.
- Need for having quality programs from top universities like Yale, Michigan, London School of Business, and industry partners such as Google, AWS, Microsoft, IBM.
- Live hands-on practice environment for building skill proficiency with Capstone projects.



- Enhancing role and skill-based learning journeys with the best in class learning content.

## Overview

Description of Learning Technology:

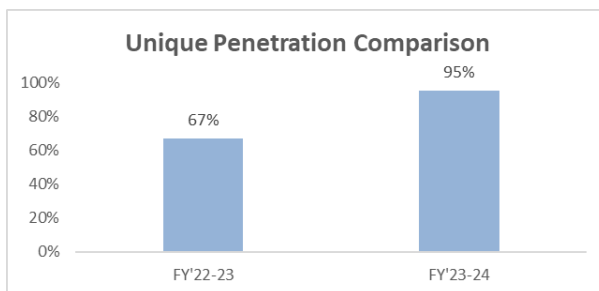
Coursera learning platform provides access to over 200,000 learning video clips, 6000 + courses, and over 3000 capstone projects. These resources encompass a wide range of learning areas including technology, processes, domains, functions, behaviors, and leadership skills, catering to individuals of all roles, personas, and skill sets throughout the organization.

Guided Projects: Skill proficiency measured by completing a challenge:

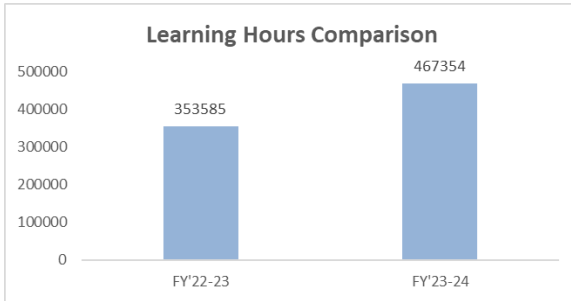
- Professional Certificates: Awarded by top institutions like university of Michigan, Yale, London School of Business
- Learning Journeys: Focused to Job based Skillsets and Custom Programs.
- Labs / Practice environment: Live hands-on practice environment for building skill proficiency.
- Assessments: To measure & report actual capabilities that learners have developed within acquired skills.
- Online Content: In depth content from 200 plus top universities like University of Michigan, Yale and industry partners like Google, AWS, IBM.

Impact:

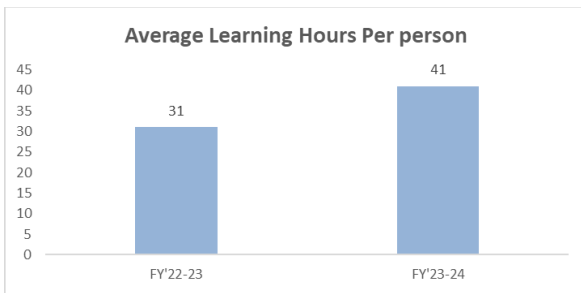
- Increased employee learning engagement:
  - Unique penetration / % of employees trained – 42% YoY growth (FY22-23 –67% | FY23-24 – 95%).



- Total learning hours – 32% YoY growth (FY22-23 - 353,585 | F2Y23-24 - 467,354).



- Avg. learning hours per person – 32% YoY growth (FY22-23 – 31 hrs. | FY23-24 – 41 hrs.).



- Birlasoft’s metrics benchmarking against tech industry average and Coursera average.

### Learning Engagement

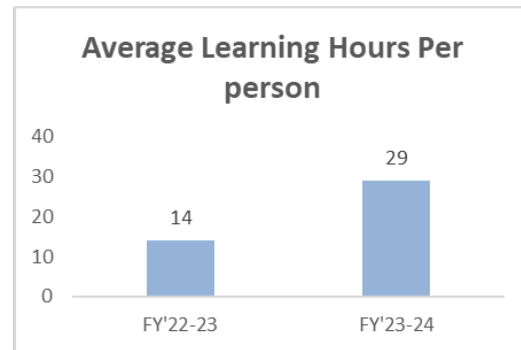
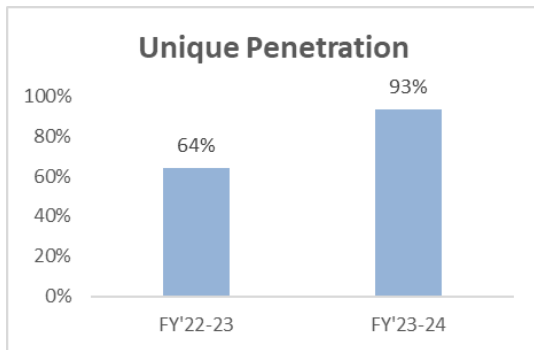
Birlasoft’s metrics exceed the benchmark averages showcasing deep engagement and drive for deep skilling

	Birlasoft	Tech Industry Average	Coursera Average
Utilization rate	<b>92%</b> <small>*12 Months data (10,718/11,650)</small>	~45%	~50%
Learners Joined	<b>97%</b> <small>(11,320/11,650)</small>	78%	65%
Learners Enrolled	<b>81%</b> <small>(9,492/11,650)</small>	74%	72%
Completion rate	<b>53%</b> <small>(40,728/76,532)</small>	27%	34%
Learner Rating	<b>4.7</b>	4.5	4.6

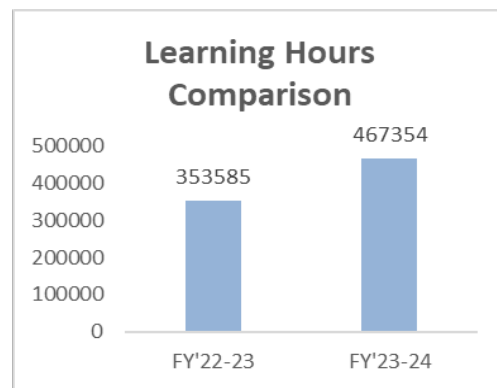
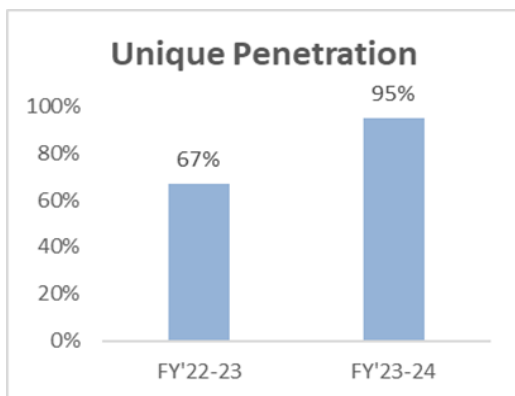
- Reduction in external training costs – Post Coursera implementation, there was a 40% reduction in the external training cost.

Learning engagement for onsite employees - witnessed a jump of 45% in unique penetration (% of employee trained) and 100% increase in per person learning hours from FY'22-23 to FY'23-24.

Below is the comparison chart for same:



Self-paced anytime, anywhere learning – Coursera helped to overcome the challenge of time bound learning and scheduled learning plan with a plethora of self-paced anytime anywhere learning opportunity for all Birlasoft employees which was clearly reflected in the L&D metrics such as total/per person learning hours and the unique employees training percentage.



Blended learning approach for all training – Birlasoft L&D team redesigned the employee learning and engagement experience by incorporating/merging the Coursera content into their existing learning and flagship programs such as:

- **PMAspire** – PMAspire is an in-house career enhancement program for employees in Project Management stream. The program is curated for Birlasoft Project Manager community to equip them with latest knowledge on Project and Program Management best practices. 84% of the PMAspire course content is currently mapped to Coursera courses.
- **Power Skills and Leadership Development Programs** – With the introduction of Coursera content in power skills and leadership development programs, there was an 800% increase in learning hours from FY'22-23 to FY'23-24. (FY'22-23 learning hours 3,738 and in FY'23-24 learning hours 36,900).



- **Campus to Corporate** – The program facilitates a seamless transition for freshers from campus to corporate, fostering personal and professional growth. Implementing Coursera platform helped participants engage in self-paced e-learning modules complemented by instructor-led sessions. This blended curation cultivated vital technical and behavioral skills crucial for success in today's dynamic work environment, empowering participants for their professional journey.
- **Early Edge** – This program provides vital support to campus graduates during their first three years as full-time employees. Utilizing Coursera's self-paced courses followed by Learning Application Labs, ensures skill enhancement from corporate adaptation to evolving skill requirements that get added year on year, fostering professional growth and adaptability for participants. 78% of course are covered through Coursera.
- **Young Titans** This program is to identify and nurture the high-potential employees and provide them with targeted development and mentorship opportunities. Approximately 10 hours / 17% of mandatory learning to be done from Coursera as a part of program.

Implementation of Role /Skill based learning journey – With the help of Coursera learning platform Birlasoft has curated customized role/skill-based learning journeys with embedded Coursera courses, hands on labs environment and built-in capstone projects along with assessments which help in determining the skill readiness of employees post training completion. Birlasoft has successfully curated learning journey for technical skills enhancement, behavioural and leadership skills, functional and domain training needs to develop skills into this area.

#### Established Goals:

1. Upskilling and deep skilling for 11,000+ employees globally.
2. Meet the learning needs across the organization including training for campus graduates through self-paced online learning, hands-on labs platform and capstone projects.
3. Enhance digital capabilities with focused trainings on Microsoft, AWS, Google technologies and trainings on emerging tech like Cloud, AI/ML and key industry domains.
4. Reduction in external training cost by 30%.

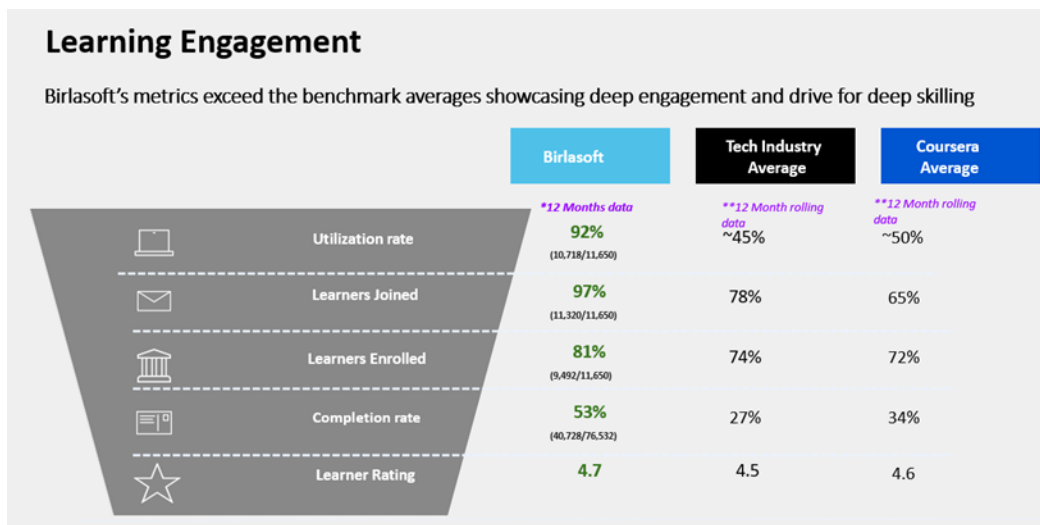


Achieved Goals:

1. Through Coursera 11,000-plus employees have been enrolled for online learning.
2. At organizational level, the platform has 98% adoption, and 92% utilization resulting in over 36,000+ course completions.

Industry average and comparison:

Birlasoft metrics exceeds the benchmark averages:



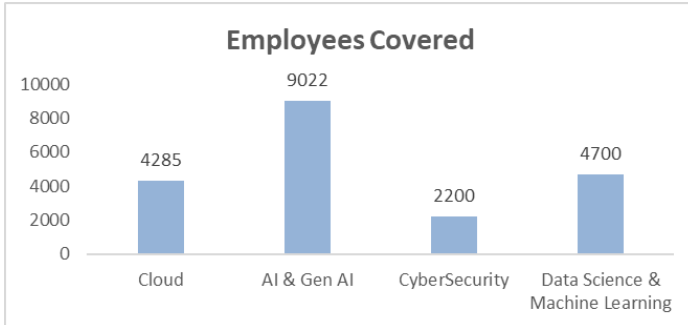
2. Met the learning needs across the organization including training campus graduates through self-paced online learning - 66% of learning in Birlasoft in FY23-24 has been done through Coursera

Campus to Corporate – This program facilitates a seamless transition for freshers from campus to corporate, fostering personal and professional growth. Implementing Coursera platform helped participants engage in self-paced e-learning modules complemented by instructor-led sessions. This blended curation cultivated vital technical and behavioral skills crucial for success in today's dynamic work environment, empowering participants for their professional journey.

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3. Reduction in external training costs – Post Coursera implementation, there was a 40% reduction in the external training cost.
4. Enhanced digital capabilities with focus on trainings on Cloud platform for Microsoft, AWS, Google technologies and trainings on emerging technology like Cybersecurity, AI and key industry domains.



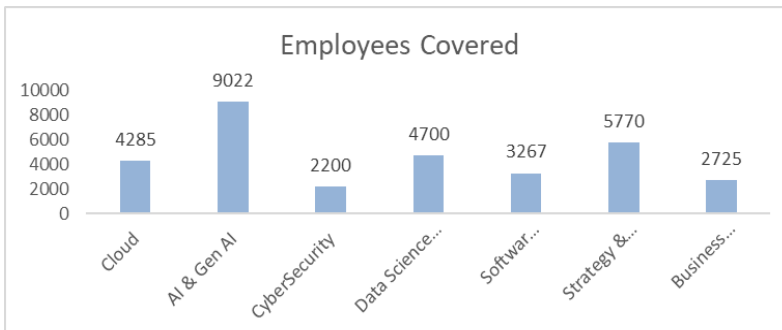
**Technology Integration:**

Birlasoft has effectively deployed Coursera across the organization to ensure that all 11,000-plus full-time employees can access the Coursera learning platform. Additionally, Birlasoft has seamlessly integrated Coursera with the internal LMS (CSOD) to capture employees’ learning records within the system. Access to the platform is now conveniently available to all full-time employees through the LMS. Moreover, all Coursera learning offerings are accessible within the internal LMS, enabling employees to begin courses seamlessly.

**Tie into Organizational objectives:**

Yes – Deploying Coursera learning platform at an organization level helped achieve several goals which is as below:

**Enhanced Skill Development:** Coursera offers a wide range of courses covering various aspects of technology, from programming languages to data science and cloud computing. By utilizing Coursera, employees have enhanced their technical skills, keeping them up-to-date with the latest advancements in the IT industry.







**Increased Efficiency:** By providing access to Coursera's extensive library of courses, employees have started to learn and develop their competency & skills at their own pace and convenience. This flexibility has helped to increased efficiency as employees can acquire new skills without disrupting their workflow. 70% of the top performers have been top learners.

**Talent Retention and Engagement:** Offering access to Coursera demonstrated a commitment to employee development, which improved morale and increased employee satisfaction. This, in turn, led to higher retention rate of 5% for top learners and better employee engagement.

**Cost-Effective Training:** Post Coursera implementation, there was a 40% reduction in the external training cost.

## **Design of the Implementation Plan**

### **Implementation Plan**

- Implementing Coursera at an organizational level required careful planning and coordination, below is the implementation plan which was incorporated for successful implementation
- Single Sign-On (SSO) Integration:
  - Identify IT resources responsible for SSO implementation. Coordinate with Coursera's technical support team to configure SSO integration. Conduct testing to ensure seamless authentication and access for employees. Communicate SSO availability and login instructions to all employees.

### **Advertising and Promotion:**

Design promotional banners, posters, and announcements highlighting Coursera's benefits. Collaborate with internal communications teams to feature Coursera prominently on the intranet homepage.



**LMS Integration:** In Collaboration with LMS administration team to establish integration protocols between Coursera and the existing LMS. Configuration of APIs and connectors to facilitate data exchange between Coursera and the LMS. Test integration to ensure seamless transfer of course completion data and transcripts. Provide training sessions for LMS administrators on managing Coursera integration. Recording Learning Transcripts: Work closely with Coursera's technical team to enable automatic recording of learning transcripts in the LMS. Define data fields and formats required for transcript recording. Test transcript recording functionality to ensure accuracy and reliability. Develop a process for troubleshooting and resolving any issues with transcript recording.

**Power BI Integration:** Key performance indicators (KPIs) and metrics to be tracked using Power BI. Establish data connections between Coursera, LMS, and Power BI. Design dashboards and reports to visualize learning engagement, course completion rates, and other relevant data. Train HR and management teams on accessing and interpreting Power BI reports for decision-making.

**Launch and Communication:** Schedule a formal launch event or webinar to introduce Coursera to employees. Create informative guides or tutorials demonstrating how to access Coursera courses, use SSO, and navigate the integrated LMS. Communicate the benefits of Coursera and the availability of learning transcripts and analytics through Power BI. Encourage department heads and team leaders to endorse Coursera usage and allocate time for learning activities.

Monitoring and Feedback:

Establishment of regular monitoring mechanisms to track user engagement, course completion rates, and feedback. Gather feedback from employees regarding their Coursera experience, challenges faced, and suggestions for improvement. Using feedback to refine implementation processes, optimize platform usage, and address any issues promptly.

To spread the awareness about the platform the L&D team ensured impactful communication, getting the word spread through leader's talk to ensure maximum engagement of employees on the platform, aggressive marketing of the product to ensure it catches everyone's attention:

- To increase the awareness of the platform and adoption rate Birlasoft launched the Coursera platform in the CEO's Townhall, Business leads townhalls, Press conference for launch of Coursera.



- Advertising Coursera through Digital displays, My World banner, Birlasoft radio, Standees in all the offices, talking about it in all the townhall.
- Employee communication on Coursera offering: top courses, guided projects, quick labs.
- Platform walkthrough demo calls.
- Floor walks / face to face connects with employees.

Effectiveness, Efficient & Appropriate:

To ensure the utilization of the platform Creation of customized learning as per skills and role for employees to match the learning need and helping employees to upskills themselves.

Embedding Coursera in all the learning interventions through a combination of ILT Coursera courses, assessments, guided projects, creation of learning playlist and bite size learning.

Leveraging the leadership and strategic management courses for top leaders in the organization.

Launch of Gen AI courses at org level to create awareness on this trending course and apply the learning at workplace.

**Coursera learning platform is accessible 24/7 to all learners. It also has mobile app which enables anytime anywhere learning.**



## Delivery of the Plan

To meet the learning goal of the organization Birlasoft identified targeted areas to upskill, reskill and deep skill the talent.

Creating awareness among employees through learning contests to encourage consumption of the available courses on latest technology, recognizing the top learners in the townhalls.

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Launch of Gen AI courses at org level to create awareness on this trending course and apply the learning at workplace.

Leveraging the leadership and strategic management courses for top leaders in the organization to help them being more strategic and taking their leadership skills to the next level.

Learnathon learning initiative launched to create awareness on learning the latest technology skills like Gen AI Chat GPT, Cloud, Prompt Engineering, Blockchain, Power Apps.

### Organization Goals and Learning Results:

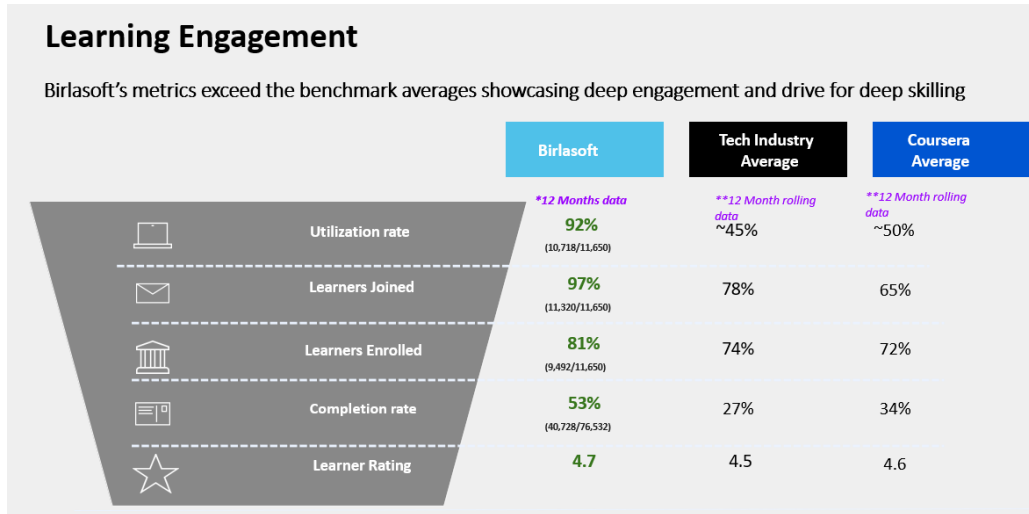
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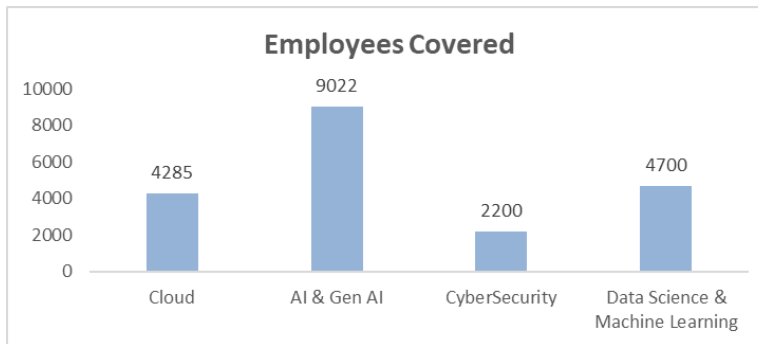
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**Reduction in external training costs** – Post Coursera implementation, there was a 40% reduction in the external training cost.

Enhanced digital capabilities with focus on trainings on Cloud platform for Microsoft, AWS, Google technologies and trainings on emerging technology like Cybersecurity, AI and key industry domains.



## Change Management Efforts

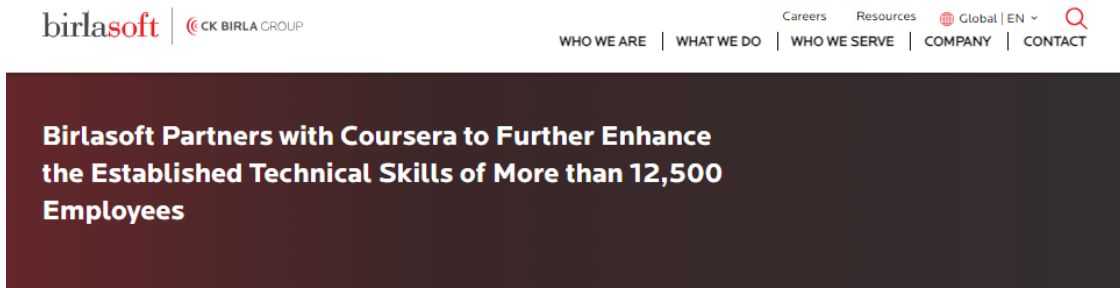
### Challenges or Obstacles Details:

User Adoption and Engagement: Encouraging employees to actively use the Coursera platform and engage in learning activities.

Addressing the above challenge proactively through careful planning, stakeholder engagement, training, and ongoing support helped facilitate successful implementation and maximize the benefits of the Coursera learning platform in the organization.

Furthermore, the following were adopted:

Birlasoft and Coursera CEO press release



**Noida, Pune (India), and Edison (NJ): October 17, 2022: Birlasoft Ltd [BSE: 532400, NSE: BSOFT]**, part of the USD 2.8 billion diversified CK Birla Group, and a global enterprise digital and IT services company, has announced a partnership with Coursera, one of the largest online learning platforms in the world, to further enhance the established technical skills of more than 12,500 employees, broadening their knowledge base.

Birlasoft has always remained committed to enabling its employees to grow in their careers. Learning forms an integral part of Birlasoft's core values. Birlasoft believes in cultivating a culture of continuous learning, aligned with the changing business environment. The partnership with Coursera is a step towards creating an ecosystem where employees feel encouraged to learn through structured interventions that cover skills related to technology, behavioral competencies, industry domains, and leadership capabilities. Through Coursera, the employees will build critical digital capabilities with a focus on niche skills aligned with the requirements of the enterprise.

Coursera partners with more than 275 leading universities and companies to bring flexible, affordable, job-relevant online learning to individuals and organizations worldwide. It offers a range of learning opportunities—from hands-on projects and courses to job-ready certificates and degree programs.

With this collaboration, all the employees of Birlasoft, will have complete access to Coursera's library of more than 9,000 courses and Guided Projects. In addition, Birlasoft's workforce will have access to programs directly from globally renowned industry educators and leading universities like Yale University, University of Michigan and INSEAD Business School, among others. The programs offered by Coursera on emerging technology and domain skills will enable Birlasoft employees to further enhance their knowledge on leading edge domains like Blockchain, Cloud, Internet of Things (IoT), AI/ML, Robotic Process Automation (RPA), Cybersecurity, etc.



- Talking about the importance of upskilling and reskilling in all the townhalls
- Advertising Coursera through Digital displays, My World banner, Birlasoft radio, Standees in all the offices
- Employee communication on Coursera offering, top trending courses, guided projects, quick labs.
- Platform walkthrough demo calls
- Floor walks / face to face connects with employees.
- Launch of learning contest to encourage participation, R&R for top learners in the townhalls.
- Creation of customized learning as per skills and role for employees to match the learning need and helping employees to upskills themselves.
- Embedding Coursera in all the learning interventions through a combination of ILT Coursera courses, assessments, guided projects, creation of learning playlist and bite size learning.
- Launch of Gen AI courses at org level to create awareness on this trending course and apply the learning at workplace.
- Leveraging the leadership and strategic management courses for top leaders in the organization.
- Launch of Learnathon contest to get the learning done on the latest skills like Chat GPT, Cloud, Prompt Engineering, Blockchain, Power Apps



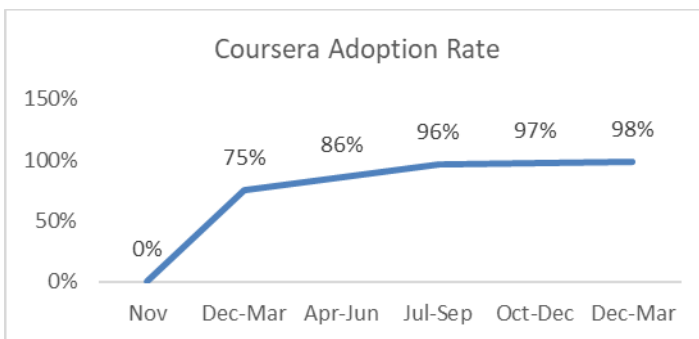
## Measurable Benefits

Measurable benefits of implementing Coursera at an organization includes:

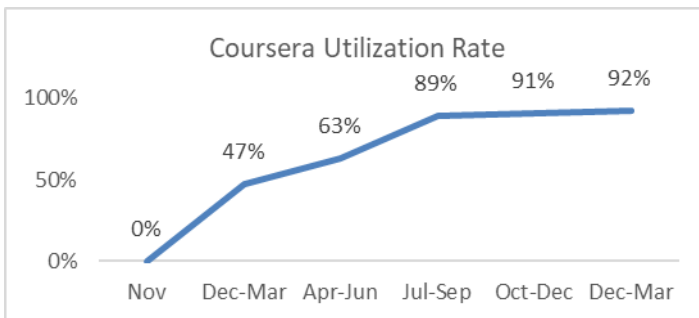
- Built a Learning Culture & Enhanced Learning Engagement of the employees.

At an organization level to understand the measurable benefits, this was driven in two phases which is Adoption wise and other one was Utilization wise where the current adoption rate is 97 % and utilization rate is 92% while clocking 356,000 plus of learning hours with more than 36,000 Course completions by employees-

### Adoption rate progressive Chart:

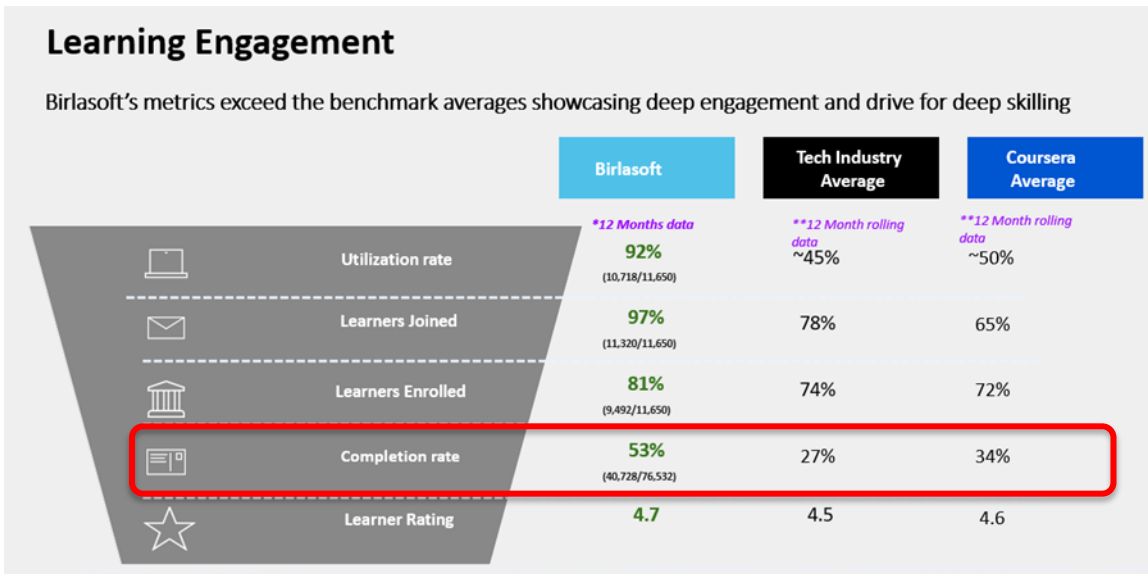


### Utilization rate progressive Chart:



Course Completion Rates: Birlasoft is ahead of the industry and Coursera benchmark in course completion rate at 53%. This high completion rate indicates active engagement and commitment to learning, contributing to overall skill development within the organization.





Optimization of Learning Budget:

Cost savings Post Coursera implementation, there has been a 40% reduction in the external training cost.

Learning Hours completion:

At an organization level in the FY'23-24 Birlasoft has clocked total of 464,402 which is 40.9 hours per person out of which 307,717 learning hours were completed through Coursera which is 27.1 learning hours per person

Total Learning Hours - FY'23-24	Per Person Learning Hour - FY'23-24
464,402	40.9
Total Learning Hours Through Coursera - FY'23-24	Per Person Learning Hour Through Coursera - FY'23-24
307,717	27.1

Coursera has contributed 66% of learning at Birlasoft in FY23-24.

ROI : Birlasoft metrics exceeds the benchmark

Cost-Effective Training: Post Coursera implementation, there was a 40% reduction in the external training cost.



**Talent Retention and Engagement:** Offering access to Coursera demonstrated a commitment to employee development, which improved morale and increased employee satisfaction. This, in turn, led to higher retention rate of 5% for the top learners and better employee engagement.

**Increased Efficiency:** By providing access to Coursera's extensive library of courses, employees have started to learn and develop their competency & skills at their own pace and convenience. This flexibility has helped to increased efficiency as employees can acquire new skills without disrupting their workflow. 70% of the top performers have been top learners.

## Overall

Key Findings & Lessons Learned:

**Increased learning engagement:** Availability of interactive courses, hands on lab, capstone projects, graded assessments, peer to peer review has led to higher learning engagement among employees.

**Availability and accessibility of learning courses for all persona:** Coursera helped to overcome the challenge of time bound learning and scheduled learning plan with a plethora of self-paced anytime anywhere learning opportunity for various persona like consultants, developers, project managers, client facing, functional such as finance, HR, Talent Supply Chain, IT Infra.

**Access to world class content** - Coursera learning platform offers courses developed by leading universities and industry experts, ensuring that employees access the latest industry trends and best practices. This has helped the company stay competitive and innovative in a rapidly evolving IT landscape.

**Cost effective learning** – Implementation of Coursera learning platform has led to optimization of external training cost.

**Enhanced Skill Development:** Coursera offers a wide range of courses covering various aspects of technology from programming languages to data science and cloud computing. By utilizing Coursera, employees have enhanced their technical skills, keeping them up-to-date with the latest advancements in the IT industry.

Way Forward:

Expand and strengthen the customized role/skilled based learning journeys aligned to the business learning needs, increase utilization of capstone project & hand on labs for learners.



# About Brandon Hall Group™

With more than 10,000 clients globally and more than 30 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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