By encouraging China Construction Bank (CCB) employees to be more proactive and take charge of their own development, Saba has helped the organization accelerate the learning process. CCB can now quickly disseminate information about new strategies and products, with staff members taking advantage of self-paced study for faster learning. This has significantly sped up the training cycle.

**THE CHALLENGE**
Quickly and efficiently disseminate information about new strategies, products and services to staff members working at the bank and in more than 40 subsidiaries.

**THE BENEFITS**
- Provides a stable, flexible platform for face-to-face as well as online learning to ultimately reach all 380,000 employees at the bank
- Enables improved sharing of training resources across the bank’s divisions and subsidiaries to greatly reduce learning costs
- Makes staff members more proactive – encouraging them to increase the pace of learning and helping the bank bring new products and services to market faster
- Eliminates complicated manual data input and provides automated, system-generated reports to greatly improve the efficiency and effectiveness of the management process

Founded in 1954 as the People’s Construction Bank of China, China Construction Bank (CCB) has grown to become one of the “Big Four” banking companies in the People’s Republic of China. The financial

“During peak hours, we can have 10,000 concurrent users online, accumulating the equivalent of 100,000 classroom hours within just two days. The distribution of knowledge and training has noticeably increased, as has the rate at which we collect data.”

Training System
Project Manager
China Construction Bank
institution and its more than 40 subsidiaries provide a full range of banking and other financial services including corporate banking, personal banking and treasury operations to customers worldwide. CCB is among the market leaders in China in a number of products and services including infrastructure loans, residential mortgage loans and bankcard services. As of 2013, the financial institution stood as the second largest bank in the world in terms of market capitalization, with total market capital of more than US $200 billion.

SIZE AND COMPLEX GLOBAL STRUCTURE HINDER TRAINING
The bank and its subsidiaries employ a staff of 380,000 people in more than 14,000 domestic branches and banking offices in major cities worldwide. This has resulted in a vast organizational structure with complex top-down staff relationships that make it difficult to provide new product training to keep pace with business demands.

CCB has long been known for its deeply ingrained learning and development culture. In the past, the banking company relied on many different learning programs, with no single, standardized point of access for promoting and managing training resources companywide. A high percentage of learning was delivered through traditional face-to-face classes. Further, most branch offices and subsidiaries employed little automation in the process.

What CCB needed was a systemized, standardized approach that would not only provide rich content for its staff members, but would also motivate employees to be highly proactive with their learning. In addition, because each subsidiary has established its own personalized learning requirements, flexibility would be essential for any system.

SABA PROVIDES PROVEN SOLUTION
Knowing that it wanted all 380,000 employees to be able to easily engage in learning, CCB selected Saba – with its simple user interface, stable systems and flexible high-end functionality. CCB was impressed with Saba’s proven experience implementing learning solutions for other world-leading financial organizations. The banking company was happy to leverage what Saba had learned in its many successful deployments for these institutions.
POOLING RESOURCES AND REDUCING COSTS

With Saba, CCB was able to pool its training resources and make them readily available throughout its branch network and appropriate subsidiaries. The bank created an online training resource center that enabled efficient resource sharing within the organization – eliminating the cost and waste associated with having a separate solution for each subsidiary and also greatly improving the usability of the resources.

CCB adopted a balanced, mixed-training model that incorporated both face-to-face classroom time and online classes. The Saba solution helps CCB fine-tune talent recruitment and offers each employee a clear plan to enhance their professional development.

FASTER LEARNING PROVIDES COMPETITIVE EDGE

By encouraging CCB employees to be more proactive and take charge of their development, Saba has accelerated the learning process. CCB can quickly disseminate information about new strategies and products, with staff members taking advantage of self-paced study for faster learning. This has significantly sped up the training cycle.

One of the challenges for CCB was the bank’s multi-level, tiered organizational structure. The Saba solution enabled upper management to understand and control required training within the branches, subsidiaries, sub-branch units and the operations center. At the same time, it gave middle management the flexibility to use online training to increase employee engagement at every level. Shortcomings were modified and successes were cloned and shared across the entire company.
Every company says they want to engage, motivate and inspire their people. As we see it, the problem is not that they can’t – it’s that they don’t have the environment that really enables their top talent to thrive. Saba creates that environment, with talent development solutions that put people and teams in the driver’s seat of their own experience, while staying aligned to your business goals. And delivering deep performance insights that connect people to business success, like no one else can.

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Saba. The Talent Development Company.