



GfK becomes employer of choice with Saba Cloud.

Industry: Market Research

Active Users: 11,912

Use Cases: Compliance,
Product and Soft Skills Training



Market research company GfK operates in over 100 countries with a globally diverse and dispersed training program. GfK wanted to create consistent learning delivery across the whole company as well as open up opportunities for training to employees who previously were not able to access any training.

CHALLENGE

GfK is the fourth-largest market research company in the world, providing market and consumer information that enables its clients in 12 major sectors to make smarter decisions. More than 13,000 market research experts from 100-plus countries deliver vital global insights matched with local market intelligence.

GfK's leadership and HR teams had a shared goal to make GfK an employer of choice for top talent in a highly competitive industry.

"Like many other global businesses, we are adapting to an accelerating pace of change. The learning team is focused on developing a learning culture within the organization using technology as a performance development tool to get staff up to speed on new products and all our related compliance training, such as client confidentiality and data privacy more quickly," says Jason Flynn, Global Learning Director at GfK. He adds, "GfK also knows that soft skills and sales skills are key.

"The data experts who are vital to our industry love data analysis but needed to enhance their commercial skills. We have to help facilitate this change."

“Using Saba Cloud, learning is becoming a more constant dialogue between line managers and their employees, rather than the previous annual development conversation. This is developing a more vibrant internal talent pipeline with the aim of more vacancies being filled by internal candidates. Employees are improving their skills, embracing their personal development, and in turn enabling better talent acquisition and retention for GfK.”

Jason Flynn
Global Learning Director at GfK



SOLUTION

GfK created an entirely new global Learning and Development (L&D) team that was tasked with selecting and implementing a company-wide learning technology solution that would help them achieve their goals and become a learning organization. After significant research of leading market learning solutions, the team at GfK selected the Saba Cloud platform. The team rolled out Learning@GfK (its branded name for the Saba People Cloud learning solution) to boost employee performance and development for GfK's 13,000-strong workforce.

By April 2017, the company rolled out their new learning platform across 70 countries to its global employee base. Soon after implementation, almost 400 people a day were accessing the platform. Of the 296 initial courses on offer, the learning team produced 155 in-house. Within the first three months of implementation, a total of 5,613 courses were completed and 11,912 employees were registered on the system.

Learning@GfK now houses all learning and development assets in one location. This includes learning management, online learning modules, alumni and discussion groups sharing best practice and workshop materials, plus links to resources, recommendations and registration for face-to-face training with pre- and post-training tests.

Training is now much more engaging and exciting. GfK has created 21 short videos internally on project management essentials as well as some short consultative tools, such as videos, to provide just-in-time nuggets of micro-learning. Online learning modules are supplemented by YouTube and TED Talk videos.

Information security training was often a tick-box exercise involving quite dry PowerPoint presentations. Training now focuses on a day in the life of someone, travelling to work and around the office, so that people can relate that to their own experience and adopt the security lessons within it.

One of the features of Saba Cloud that GfK is implementing is learning groups, where employees can learn from their peers and share knowledge via a collaborative social learning environment. GfK data experts need support with understanding how clients will use data and how GfK can sell insight to its clients. To support them, GfK has focused on storytelling skills and how to get people to think more about the needs of their clients so they can deliver better service.

Communication is key to ensure the successful adoption of the company's learning technologies and drive a learning culture. Previously, managers mentioned training once a year in the annual performance appraisal and employees waited to be spoon fed training. The L&D team is helping change this culture by sending out weekly nudges – one-line questions or teasers and a link – to actively promote content within their learning platform. The idea is to engage employees and get them to take ownership of their own learning and development.

BENEFITS

In just a few months after the global launch, there was a real buzz around learning and development at GfK. The impact of the new training delivery takes a number of forms:

- The amount of interaction with the learning platform, in terms of hits and queries and training completed, is increasing exponentially. The global L&D team is getting great feedback about the comments and ratings features that allow learners to see what others think about the learning content before taking it themselves.
- The platform will allow the company to more accurately identify and close skills gaps with targeted training and will support an agile workforce in a constantly changing environment and industry.
- Consistent training across the group, globally, such as in information security, ensures compliance.
- The business is much better placed to respond quickly and efficiently to audits. The UK business recently went through an ISO audit and, with robust tracking and reporting analytics, all the necessary information and certification was in place.

“Our global L&D team is aligned to the strategy of the company but we do not want to be about business as usual. We want to give people something they have never had before, something that excites them,” says Flynn.

“We want our training and development opportunities to be a major factor when people are deciding which organization they should work for,” he adds. “We aim to become the employer of choice by creating a strong learning culture, being able to offer learning opportunities, and content that is relevant and allows employees to develop continuously.”



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