

# Knowtainment Anwendungsbereiche im Unternehmen



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Strategische Entwicklung - eduPRO Group

Vortragender Universitäten und FHs

Aufbau von e-Learning an Universitäten

- Tom Sawyer und der Zaun



- Storytelling
- Methodik & Didaktik
- Lernziele/Lernetappen (Microlearning)
- Motivation
  - Incentives (Anreize/Belohnungen)  
(<https://www.youtube.com/watch?v=qo1IkeX1EEw>)
- Zeitfaktor
- Zielgruppe

- Pre On-Boarding – Assessment (<https://youtu.be/8krjyPYviLM>)
- On-Boarding
- Laufende Wissensvermittlung  
(<https://pruefungcoach.app.ovosplay.com/>)
- Begleitend als Blended Learning  
(<https://ipcenter.at/unternehmensentwicklung/level-up>)
- Veränderungsprozesse
- Imagebildung
- Employer Branding
- Akquisitionstool
- uvm. ...

# Case Study CIB Bank (Ungarn)

## „Digitale Transformation“



## Digital Transformation at CIB Bank

### Executive Summary

#### Market challenges

- Processes in the banking sector, just like most industries, is becoming digital.
- The expectations of clients regarding customer experience is changing based on their adaptation of new tools and technologies, not only competitors.
- Fintech companies put a lot of pressure on traditional financial institutions.

#### Goals & long-term expectations

- Digital transformation is necessary in the entire organization.
- Bring different experts onto the same page regarding digital dexterity in order to speak a more common language.
- Add higher level know-how into the learning platform after the first campaign.

#### Solution

Digital Galaxy is an online, game-based learning system that includes up-to-date and relevant knowledge about digitalization trends, tools, and processes in the consumer market and in the financial industry.

### Results after 3 weeks:



**39%**  
of employees voluntary active users



**1300+**  
training hours recorded



**over 30%**  
of user activity outside of working hours (390 training hours)



**280**  
quiz answers / user



**6000+**  
recorded learning activities completed outside the platform



**98%**  
of users find the system engaging



games for business  
case study



Company  
CIB Bank (Intesa  
Sanpaolo Group)

Size  
2000 employees

Industry  
Banking

Learning platform  
customization  
default frame story

# Case Study Generali

## „On-Boarding“



## Generali Onboarding

the new hire learning platform of Generali Hungary

### Executive Summary

#### Challenges

- **Shortage of labor** in the Hungarian market
- Insurance **industry is not appealing** to new generations of job seekers
- **Average age** in Generali Hungary is **over 50**; unsustainable aftergrowth
- Previous onboarding training delivery was **fragmented and inefficient** (6 locations with 4-5 participants)

#### Goals

- increase the number of job applicants
- decrease the high attrition rate
- lower the average age of employees

#### Solution

100 day onboarding program supported by the Games for Business learning platform. **Please click to play the video of the system: [YouTube video link](#)**

#### Results

Generali created a **100 day program** for their new hires to help them fit in and improve the company's retention rates. Generali Onboarding is an **onboarding learning platform** that will enable employees to **plan their development during the first 100 days and to acquire knowledge** about several topics on Generali within an engaging and motivating framework.



**+110%**  
participants



**+52%**  
participants  
below age 35



**+50%**  
signed work  
contracts



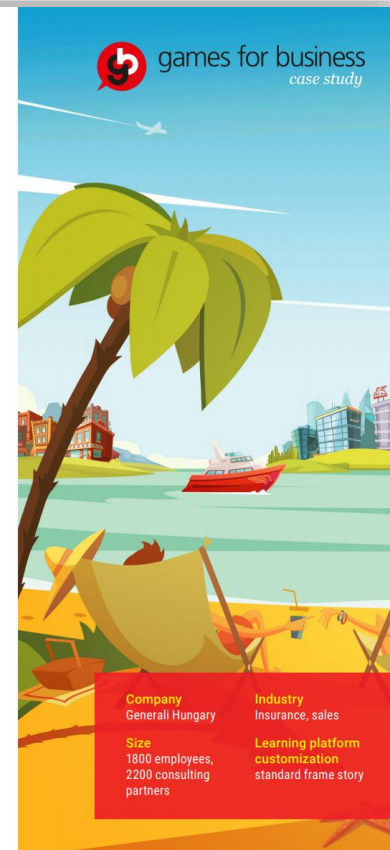
**+33%**  
user engagement



**63%**  
user activity outside  
working hours



games for business  
case study



Company  
Generali Hungary

Industry  
Insurance, sales

Size  
1800 employees,  
2200 consulting  
partners

Learning platform  
customization  
standard frame story

- Es findet Anwendung in einem breiten Spektrum
- Kombination aus Know-How und Entertainment
- Integriert die Unternehmensphilosophie
- Storytelling und Motivation im Vordergrund
- Individuelle Gestaltung der Lernwelten





- Aus- und Weiterbildung ist ein komplexes Thema  
Daher Kooperation mit Bildungspartnern notwendig
- Weiterbildung ist ein wesentlicher Faktor  
(Industrialisierungsstufe)
- Herausforderung:       Budget vs. Mehrwert  
                                  Mehrwert vs. Ressourcen

Für Fragen und Rückmeldungen stehen wir Ihnen gerne zur Verfügung!

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**VIELEN DANK FÜR IHRE AUFMERKSAMKEIT!**