

CASE STUDY:

Converting Classroom Training to e-Learning achieves Global Access and significant Cost Reductions for Citibank



Business Drivers:

Citigroup provides financial products and services in approximately 25 countries in Latin America and Mexico. They utilize a RISK CONTROL SELF ASSESSMENT (RCSA) PROCESS to identify risks and establish mitigating controls to reduce them. As part of the RCSA Process, Citigroup personnel must perform periodic tests to ensure that the mitigating controls are functioning. There are roughly 12,000 employees in Latin America and Mexico that must have the knowledge and skills to properly perform the tests. Citigroup wanted to enhance the knowledge and skills of all key employees involved in the testing function of the RCSA Process, via the fastest, most consistent and most cost-effective means possible.

Solution:

A Custom e-Learning Course designed as a rally across Latin America:

- Web-based / Internet accessible
- Built with sound Instructional Design
- Including progress knowledge checks and a final certification test
- Two hours in length
- Interactive, with voiceovers
- Available in three languages
- Able to bookmark for incremental completion
- Able to track learner history and scores
- Integrated with internal LMS
- Launched initially to 25 countries

Outcomes:

The costs for RCSA Process training when based on classroom delivery were averaging out at \$560.00 per employee.

The costs for RCSA Process training when based on e-Learning delivery were only \$1.40 per employee. The savings of over \$558 per employee, when multiplied across all 12,000 employees, added up to savings of over \$6.5 million per year.

- Created standardization and consistency of content
- Training was made accessible 24/7 from the Internet
- Content was able to be globally deployed, allowing concurrent access
- Instructional Design along with testing and tracking assured knowledge transfer
- Allowed for eventual roll-out to more than 105 countries and more than 25,000 employees

