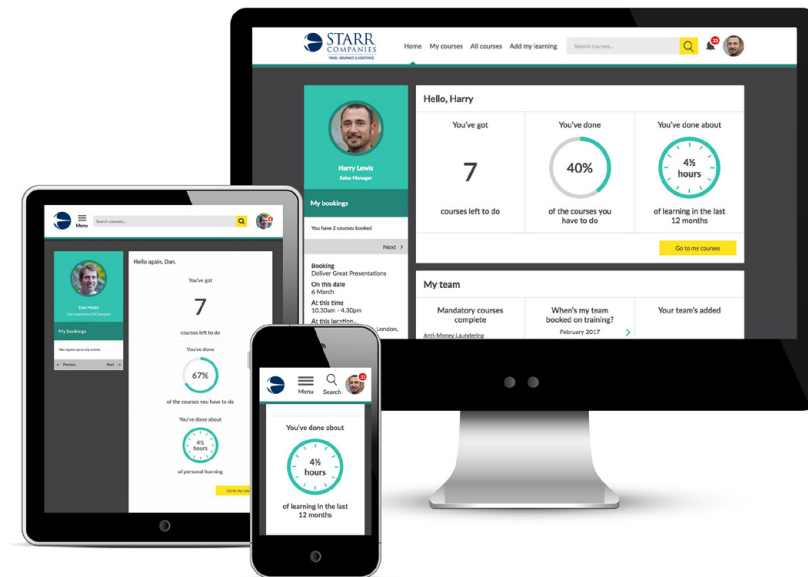
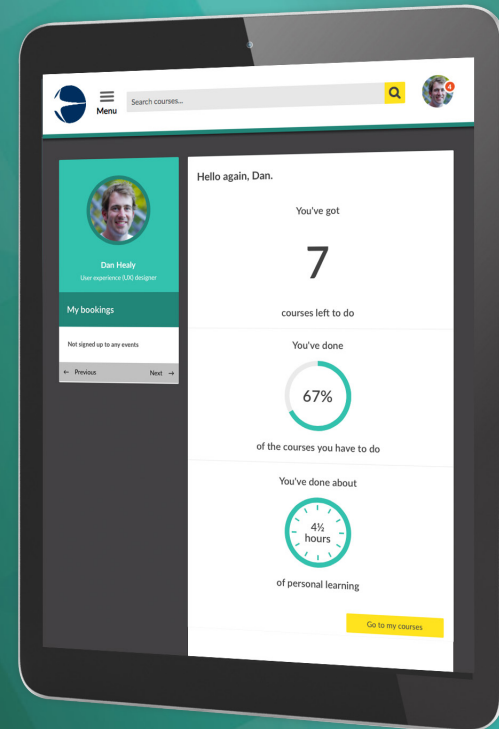




10 minutes with Starr Insurance's Digital Learning and Development Manager

Starr Companies is a leading global insurance organisation providing property and casualty insurance solutions to businesses and industries across five continents.

We spoke to **Phillip Westermeyer, Starr's Learning and Development Manager**, about implementing Kallidus Learn to support the company's growth in Europe.



Hi Phillip. It would be great if you could share with us why you were looking to invest in a modern learning platform?



During the last year the company has experienced exponential growth. We needed a system to support this growth and give everybody across our 10 offices in the UK and Europe access to learning in real-time.

The majority of our training was being carried out in the classroom with some ad-hoc coaching and online compliance training provided by a third-party. Ultimately, we wanted to be able to supplement classroom training with digital learning resources and courses and manage the delivery of compliance training in-house.

Helping people to meet their CPD training requirements was also a key driver in our decision to invest in a dedicated in-house learning platform.

The Chartered Insurance Institute (CII) regulations stipulate that everybody must complete 35 hours of CPD training every year.

For a growing company of our size it would be impossible for everybody to achieve this purely in the classroom. We needed a system to enable us to deliver CPD training in different formats and to help us monitor progress each month.



Why did Starr choose Kallidus?



My predecessor had worked with Kallidus in a former job, and had been impressed with the system. We chose Kallidus Learn from a shortlist of three companies. Its usability stood out along with its CPD capabilities and it represented good value compared with competitive products.

Even with the uncertainties of Brexit we are targeting 10% growth this year alone across our European offices so we wanted a system that could grow with us.



TRAVEL INSURANCE & ASSISTANCE

QUESTIONS & ANSWERS



When did the system go live and how did you find the implementation process?



Kallidus Learn went live in August 2018 to 220 staff in the UK and across Europe. Overall we found the implementation a good experience and everything ran to schedule.

We initially experienced a few teething problems with our IT security department during the dummy test launch. However, these were quickly resolved with the help of Kallidus who had already anticipated some of the issues we might encounter.

The Kallidus Learn training manual was a big plus. Everything was crystal clear making it incredibly easy and intuitive for me to find my way around the system and upload courses. The support we received was also good and we quickly built good relationships with the account management team.



How did you make sure the launch was a success?



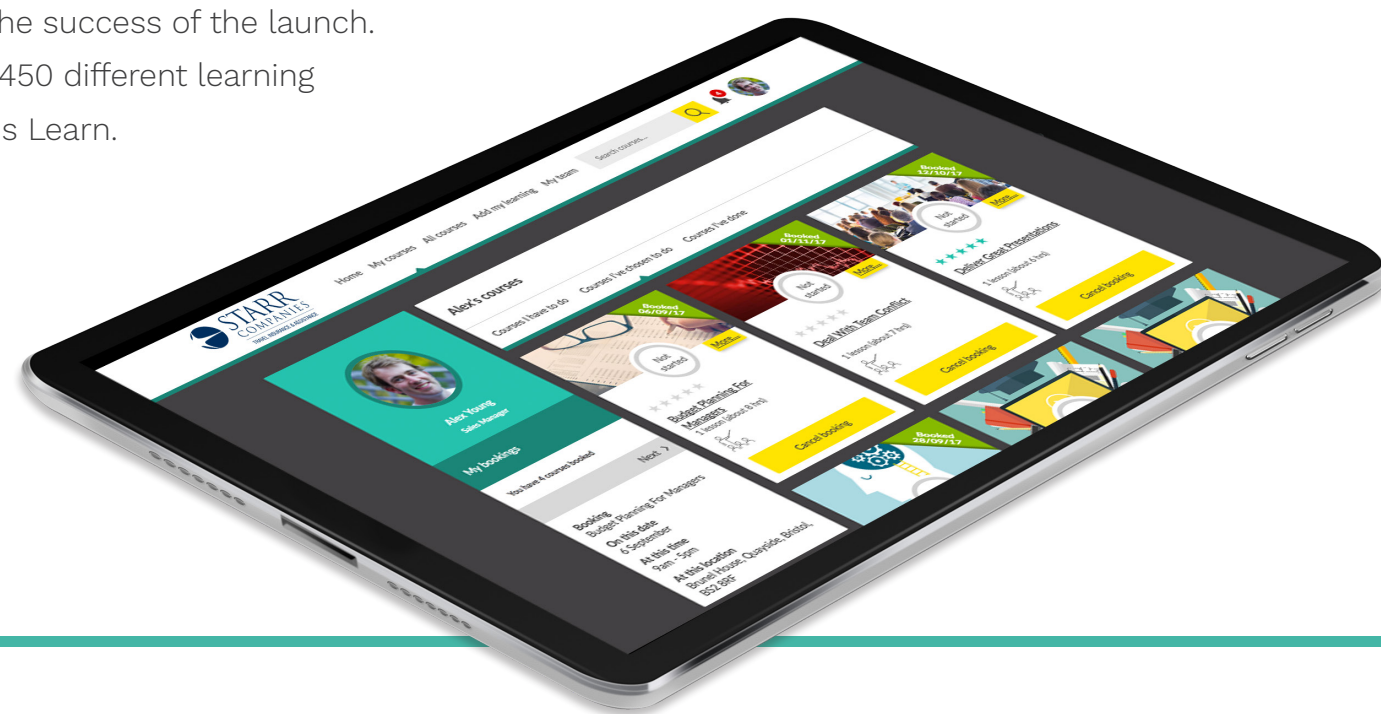
I'm a firm believer that however good a learning system is, if you don't have quality content that is relevant, people won't use it. When we first set out on the project, we didn't have any suitable training materials to use on the system.

I was determined we weren't going to start out using it purely as an online booking system for classroom training. In the lead up to going live we set about creating 150 different resources including videos, audio podcasts, Microsoft tutorials, thought-leadership pieces and compliance e-learning in addition to the information on classroom training.

This was really important to the success of the launch. Six months on, we now have 450 different learning resources available on Kallidus Learn.

To make sure people would use the system immediately, single sign-on was a really important feature for us as it ensures access is quick and easy. We also created a user guide with key information on how to find courses and how to track CPD.

Although half of our workforce are millennials and have grown up with technology we offered some lunchtime drop in sessions which we usually offer when we implement a new system. The fact we only had one person turn up reflects how easy everybody found it to grasp the new system!



What benefits have you seen?



Overall the system has transformed the way and the speed that people can learn at Starr. And they now have the flexibility to learn when they want to and in the way that suits them best. Currently most people use desktop PCs to complete the training, often first thing in the day or during their lunch break. It's great they also have the option to access training materials via their mobile phones if they want to.

We've seen a significant increase in CPD as a direct result of Kallidus Learn. In the three months after we went live in August we tracked nearly 1,000 CPD hours completed. Previously, it took eight months to accrue that same number of hours.

A big part of this increase is down to our ability to offer staff much more choice in the training they can undertake from videos and podcasts to e-learning and microlearning.

We used to use manual spreadsheets to track CPD which was very cumbersome and time consuming and so the reporting capabilities are saving us a lot of time.

Another advantage is the role our learning platform can play in preparing people for training. For example, somebody who might be apprehensive about going on a public speaking course can do an online pre-course to prepare for future training.

The system is also great for post-course and refresher training.

“Overall we found the implementation a good experience and everything ran to schedule.”



Q Are you seeing any compliance training benefits now that you are able to manage this in-house?

A We certainly are. Everything is more joined up now that we have one central in-house system. We have one of the most robust onboarding programmes in the industry and it's easier than ever for our HR and compliance teams to track progress and completion rates.

Last year the SMCR (Senior Managers and Certification Regime) came into force to ensure greater accountability of staff operating at all levels of the insurance industry for their conduct and competence. At the end of the year, every insurer must sign off that their staff are fit for purpose. SMCR is a big project for us and Kallidus Learn has made it much easier to support this requirement and to see who has completed their training.

“The Kallidus Learn training manual was a big plus. Everything was crystal clear making it incredibly easy and intuitive for me to find my way around the system and upload courses.”

Q What do managers and staff think of the new system?

A The feedback we've received has been really positive, particularly around the choice of courses on offer for CPD. A lot of managers have commented on how much they appreciate getting notifications about which members of their teams have booked onto courses.

Overall we can clearly see that people are using the new system across our European offices. As we continue to add resources, people are increasingly acknowledging how useful the new content is. We are now getting 100% of people booking into classroom training – it's a seamless process and people really like seeing their booking being populated into their diary.

Q What does the future hold for Starr and Kallidus Learn?

A I'd like to get a lot more out of the reporting tools. Currently we are generating CPD reports every month as part of our HR board reporting but we could be doing a lot more. I'd like to use the reporting tools to understand what individual departments are doing and to evaluate different learning trends, so I'm looking to focus more attention on reporting over the coming year.

At the moment learning is relatively static in that it fulfils the purpose of meeting compliance and CPD requirements. We want to transition to support an 'always learning' culture by providing real-time learning access, anytime people want it.

I want L&D to add value by working with individual departments to tailor more learning to support their departmental objectives and the overall business strategy, for example, by providing training that is designed specifically to support exponential business growth.

In the longer-term, we'd like to be able to link competency definitions to learning outcomes for every learning resource to support career development and ensure that people know what training they need to do to reach the next level on the career ladder.

We know that everybody learns differently. A great thing about Kallidus Learn is that we can offer a wide range of different learning materials to appeal to the different ways people like to learn, enabling us to fully embrace the 70:20:10 methodology. It was impossible for us to do this without an LMS.

Q What do you personally like best about the system?

A For non-technical people it's really intuitive to find and access materials in real-time. As an L&D professional I can now offer people a broad range of learning to help them develop their skills and careers and reach their full potential at Starr. That's a great position to be in.