

WE BUILT THIS CITI ON LEARNING & SKILLS

How Citi Fixed Their Fragmented Learning Experience

Summary

Citigroup has over 200 million customer accounts and does business in more than 160 countries. With over 200,000 employees, multiple learning systems, and content libraries, employee development was a fragmented and frustrating process. So Citi brought in Degreed to solve the enterprise-wide technical and user experience problems, along with consolidating its systems, and simplifying the learning experience.

Challenges

Citi has a lot of places where people learn and collaborate. They also have a lot of content providers, and places where people go for learning or to access performance support. But all of this wasn't just fragmented from a user perspective, it was fragmented behind the scenes from a technology perspective. Those fragmented systems were also proving to be expensive.

As a big global bank that operates in a myriad of countries, Citi has a lot of data restrictions. New content libraries mean significant overhead each time one is added, including various security checks.

Another big challenge was Citi's system management of their on-premise LMS and numerous internally developed applications. "We loaded content onto the LMS and had hundreds of administrators with

the capability of putting content on there, but there wasn't system intelligence to help filter the content in a meaningful way," said Peter Fox, Global Head of Digital Learning and Talent Technology at Citi.



Solutions

Citi brought in Degreed to solve a technical and user experience problem. The result was Degreed becoming the main interface for Citi's 200,000 employees.

For Citi, the business case for Degreed was the financial benefit of having a consolidated platform that bridged



into its content libraries. By not having to go through the implementation processes each time, Citi saves money and time.

Governance is another place Citi has started investing in heavily. Citi significantly improved the admin experience by creating a governance team to maintain system health and align with global strategy, as well as making sure a central group was supporting its content and creation.

Citi is also investing in a data and analytics specialist to better leverage its learning data, understand employees, and help inform strategic decisions.

Results

In the eight weeks following the global launch of Degreed, the number of unique content launches and number of sources used went from 900 to 1,400. It all stems “from promoting mobile, and people realizing they could learn on the subway or anytime,” said Fox.

“We believe that a pivotal reason for that was actually people are now starting to use it on their phone while they’re traveling, rather than just having to plug-in on their browser at work.”

- Peter Fox

Global Head of Digital Learning and Talent Technology, Citi

Over 50,000 employees have logged into Degreed since April 2018. With that, there have been nearly 100,000 completions, with a significant amount coming from non-traditional content.

Important to the L&D team is that users feel the investment. “Employees can see that it’s evolving, that we’re adding more content and skills, that we’re giving them new content and new things to work on,” said Tiffany Abinsay, Head of Learning Technology at Citi.

In the near future, Citi is looking for data correlations. They want to see what kind of correlation exists between their high performing leaders and the people that are contributing to communities across Degreed.

Want to get started? Need more info?

We want to meet you! Visit us at degreed.com
or email us today at info@degreed.com

