

PulseLearning Solutions

eCampus - Case Study

The customer was at the underwriting department of a major P&C insurer, which has field offices throughout the country.

THE CHALLENGE

The customer recruited underwriter trainees during their senior year of college, but experienced significant attrition before the June training class.

In addition, after an orientation class focused on best practices, trainees sometimes adopted the "old ways" used in field offices.

THE SOLUTION



Q2Learning created an online community for the underwriter trainee program and consulted with the program manager on how to launch and facilitate the community.

From January through June, the online community offered recruits a place to interact with an underwriting VP as well as program alumni. In the coffee shop, they discussed their favorite sports teams and where to jog when they came for training; in other rooms, they were able to ask alumni questions about the underwriting profession.

For eight months after the June training, trainees had weekly sessions in the eCommunity where techniques were reinforced with stretch assignments and successes shared in round-tables.

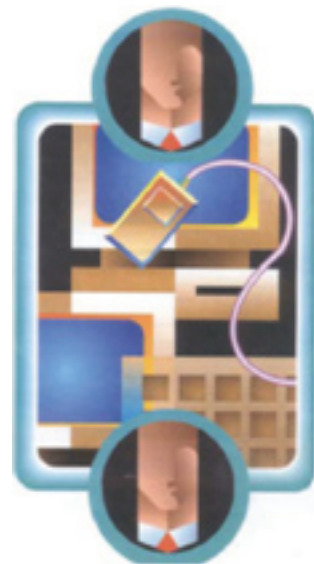
Private coaching rooms allowed them a private place to ask questions and receive feedback from their mentors.

Bi-weekly conference calls provided other round-table opportunities and notes were posted in the community center.

THE RESULTS

- ▶ Pre-hire attrition decreased significantly.
- ▶ Trainees wrote USD 400 million in business during their first year, equivalent to the performance of experienced 10-year professionals.

EMPLOYEE ASSIMILATION



"The results from this program have been impressive. Program graduates are writing the same level of business as the average underwriter with 10 years' experience."

- TH, vice president

PRODUCTS USED

- ▶ xPERT eCommunity

CONTACT US

For more information on how our solutions might be able to support your training initiatives, contact:

PULSELEARNING

Phone: 800 506 6035

Email: sales@pulselearning.com

Q2LEARNING

Phone: 877 751 2200

Email: sales@q2learning.com

