

Empowering HR to impact business.

Aon Hewitt Learning Center offers certificate programs for HR professionals featuring highly specialized blended learning delivered using Adobe Captivate Prime.

ahlc

Aon Hewitt Learning Center

AON

Empower Results®

"Adobe Captivate Prime helps AHLC deliver interactive content that keeps learners engaged, encourages them to come back, and delivers a seamless experience to clients."

Pritish Gandhi, Practice Leader, Aon Hewitt Learning Center

SOLUTION

Adobe Captivate Prime

RESULTS

15 Certificate **PROGRAMS** for HR professionals

1,500 **LEARNERS** enrolled in first 6 months



Quality experience promotes **REFERRALS**



Enabling **GLOBAL** deployment



Aon Hewitt Learning Center

Established: 2012

Employees: 15

External Learners: 2,000 annually

India

www.aonahlc.com

CHALLENGES

- Become a market leader in HR certification
- Increase training sales through repeat users and referrals
- Automate training for greater efficiency

“The ability to schedule and automate activities in Adobe Captivate Prime frees our team to focus on content quality and revenue generation instead of repetitive manual tasks.”

Pritish Gandhi, Practice Leader, Aon Hewitt Learning Center

Nurturing talent globally

Technology is shrinking the world by enabling more people from more places to collaborate and compete in real time. Consequently, people are more important to the global economy than ever, which is expanding the strategic value of human resource management and the need to educate qualified professionals.

Aon, formerly Aon Hewitt, one of the world's leading human resources consulting firms, helps clients solve complex people challenges through its expertise across areas of HR. Six years ago, the company set its sights on becoming one of the leading providers of professional HR certification programs and established the Aon Hewitt Learning Center (AHLC) in India. The center leverages the company's consulting insights and capability-building expertise to deliver specialized certificate courses for both individual HR professionals who want to expand their knowledge and skills and enterprises that want to certify teams or their entire staffs for specific HR skills.

Establishing market leadership

Aon established AHLC as a blend of 60% online and 40% classroom training. With help from Adobe Captivate Prime, AHLC is delivering courses that feature mobile-enabled, continuous, interactive, skill-based learning. In the new approach, which was requested by enterprise clients, participants learn one new skill per week instead of trying to absorb several skills during a one-time training session.

Since implementing Adobe Captivate Prime, AHLC has enrolled 1,500 learners in India, Sri Lanka, and Bangladesh in programs for 15 different certifications, in areas varying from HR Analytics to Talent Acquisition, Learning & Development, and niche areas like Happiness and Change Management. The next step is to roll the concept out with courses that are delivered 100% online that break down geographic barriers and expand the market.

“What makes us exceptional is that our trainers are consultants who bring real-world experience and industry context to our training and education,” says Pritish Gandhi, Practice Leader, Aon Hewitt Learning Center.

Cultivating customer loyalty

AHLC estimates that about 40% of its business comes from referrals and repeat customers. To drive future revenues, the HR certification team plans to leverage loyalty and word-of-mouth by focusing on experience excellence.

“Adobe Captivate Prime helps AHLC deliver interactive content that keeps learners engaged, encourages them to come back, and delivers a seamless experience to clients,” Gandhi says. “For instance, the Fluidic Player seamlessly plays back almost any kind of content without the need for plug-ins.”

“As end users, we like Adobe Captivate Prime because it gives us greater control of how we build, deliver, and measure our training success.”

Pritish Gandhi, Practice Leader, Aon Hewitt Learning Center

SOLUTION AT A GLANCE

Adobe Captivate Prime

AHLC is also actively encouraging learners to download the Adobe Captivate Prime mobile app. Using push notifications, the center keeps learners engaged by automatically sending the latest Aon research, case studies, and best practices. Learners can also access learning through the app, even when offline, and scan QR codes to mark their attendance of classroom sessions.

Achieving operational excellence

AHLC was on another learning management system (LMS) prior to Captivate Prime, but quickly found that it didn't add enough value to customers to invest in it further. For a few years AHLC chose to run all of its operations manually and share content offline while searching for a nimble, agile system on the side. After evaluating several market players, AHLC settled on Adobe Captivate Prime. The other LMSs were either too complicated, too costly, took too long to set up, or didn't solve the business goals of a training provider. Captivate Prime lets AHLC focus on content and learner experiences rather than the underlying technology.

“The Adobe sales team took time to understand AHLC's business case and then helped our team get management buy-in with a pilot presentation of our learning experience,” says Gandhi. “As end users, we like Adobe Captivate Prime because it gives us greater control of how we build, deliver, and measure our training success.”

Workers used to manage emails, course tracking, and experience development on separate systems. Adobe Captivate Prime streamlines these activities in a single platform that provides one-click content publishing, automatically assigns learning activities, and eliminates manual report generation.

“Business is expanding, but the AHLC Learning Operations team is not,” says Gandhi. “The ability to schedule and automate activities in Adobe Captivate Prime frees our team to focus on content quality and revenue generation instead of repetitive manual tasks.”

For more information

www.adobe.com/products/captivateprime.html



Adobe Inc.
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com