

# DIGITAL FLUENCY TRAINING

that helps navigate in the modern world



# Digitalization



## Digitalization is the revolution happening today.

- 90% of companies consider digital transformation strategically important.
- Only 15% possess the necessary knowledge and the properly trained teams for the digital switchover. That is why 75% of digital transformation projects fail.
- Digital transformation is not only the change of applied technologies and business models, but also the transformation of the relevant mentality and corporate culture.
- 85% of employees who sense their companies' openness towards technical changes and preference of innovative and efficient processes claimed to love their jobs, according to Adobe's 'Future of Work' study.
- One of the basic conditions of successful digital transformation is the involvement of employees, in order to make them prepared and open to the change.



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**Did you know...** that 30% of full-time employees do most of their work somewhere other than the employer's location? (*Rotman Research Institute at Baycrest and York University*)

# Solution

- Our solution is ready-made content integrated into our game-based learning platform that makes the processing and understanding of digital transformation related knowledge easier and more entertaining.
- Employees receive a wider perspective of the areas that affect them most: personal data protection, everyday technologies, financial regulations, etc.
- Content is built up gradually in order to maintain motivation, starting with everyday, colorful information familiar to anyone all the way to a higher level, more complex contexts.

## The Games for Business learning platform

*The system engages users to process the content and boosts their motivation with the following tools and methodologies:*



**External motivation:** virtual and physical rewards, badges, tree planting, etc.



**Internal motivation:** the goal of the system is to involve users in the learning process and motivate them to process the material faster.



**Instant feedback:** user results and development is continuously trackable and comparable.



**Microlearning:** the platform motivates learners to use the system repeatedly and play learning games multiple times for more efficient knowledge retention.



**Team function:** team play created group level motivation, in which users incite each other to complete learning goals.



# Benefits

- Daily learning without much impact on working hours
- Continuous learning without overwhelming amounts of info
- Study when and where users choose
- Instant feedback and development tracking
- Detailed analytics and reports about learning results
- Ease of implementation and customization
- No corporate IT required, external hosting

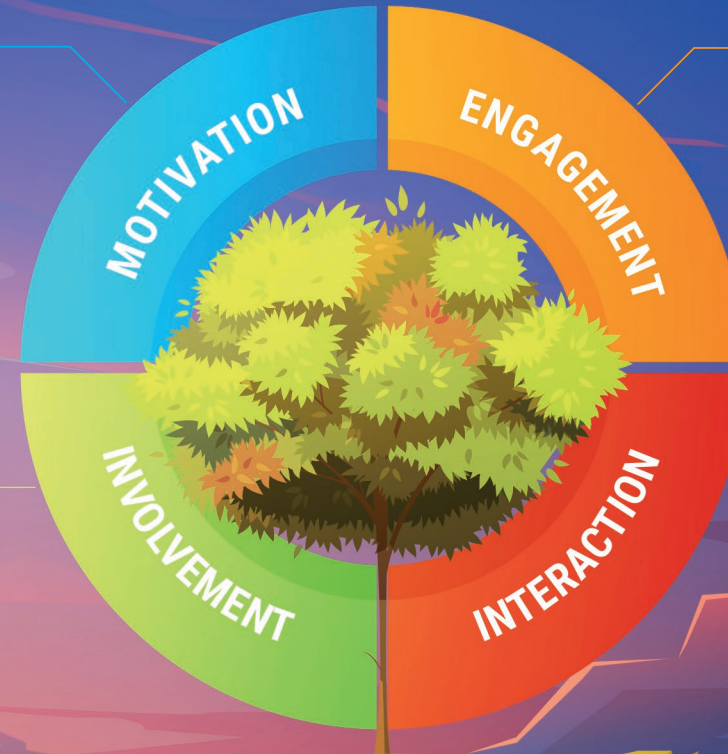
## Learning achievements

**63%**  
of user activity was recorded outside working hours at **Generali**

**52%**  
voluntary corporate participation rate at **Coca-Cola** in 30 days

**5 hours avg.**  
voluntary interaction with the corporate sales strategy at **Coca-Cola**

**33%**  
higher user engagement on **Generali's** traditional LMS



# Learning contents

## Topics:

- **Everyday digitalization** – popular applications, protection of personal data, shopping online, social media
- **Digitalization in the Client's sector** – technologies, methodologies and applications for making services more efficient and customer friendly
- **Digital regulations in the Client's sector** – normative systems in the digital operation of the sector: e.g. PSD2, GDPR
- **Client-specific content:** e.g. tools, processes, necessary knowledge used in the company



**Gradualism** – all topics have a basic and an advanced level



**200/400/600 general and 200 additional client-specific** content items (optional packages)



**1,5/3/5/7 hours** net learning time without repeats and performing activity (based on the chosen package)



**Practical tasks** related to the learning contents



**Did you know...** that over 700 organizations that have measured performance increase as a direct result of learning modernization, have recorded an average 14% rise in organizational productivity and 10% increase in organizational revenue?  
*(2016-17 Learning Benchmark Report, Towards Maturity)*

# Implementation



## The service includes:

- web-based system
- development of client-specific content
- support and consultancy
- user import/export
- technical support
- cloud-based operation
- analytics
- internal communication plan

## Implementation time:

Approx. 3 weeks

## Required client resources:

kickoff meeting, handover of client specific content source materials, approval of final content

## Optional client costs:

corporate gifts, internal communication campaign



**Did you know...** that 41% of time workers spend on things that offer little personal satisfaction and do not help them get work done? (Deloitte, 2014)



# Reference

## Digital transformation at CIB Bank



CIB Bank decided to initiate a comprehensive organizational process with the goal to prepare its employees for the challenges of digital transformation. Digital Galaxy is a game-based learning system that includes up-to-date knowledge about digitalization trends, tools, and processes in the consumer market and in the financial industry.

### Market challenges

- Processes in most industries are becoming digital.
- Customer experience expectations are changing based on adaptation of new technologies, not only competitors.
- Fintech companies put a lot of pressure on traditional financial institutions.

### Goals & long-term expectations

- Digital transformation is necessary in the entire organization.
- Bring different experts onto the same page regarding digitalization.
- Add higher level know-how into the learning platform after the first campaign.



**98%** of users found the system engaging



**91%** of users found the learning contents very useful



**81%** average completion rate



**43%** of employees voluntary users



**3<sup>1/3</sup>** training hours recorded per user



**over 30%** of user activity outside of working hours

# Clients





# Awards



## HCM Excellence Awards

Excellence in  
Talent Management (silver) &  
Excellence in Learning (bronze)



## The Learning Awards

Learning technologies award  
(bronze medal) & Onboarding  
programme of the year (finalist)



## Learning Technologies Awards

Best learning technologies  
project, international commercial  
sector (silver award)



## Comenius-Edu-Media-Award



## Engage Awards

The Best use of Training  
(golden award)



***Are you ready  
to join us  
on our mission?***

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