

Case Study - SulAmérica

The Business

SulAmérica is a multiline insurance group and the largest independent player in Brazil, ranking second overall in the Brazilian insurance industry in terms of insurance premiums in 2006. The company has been active in the insurance business in Brazil since 1895, providing a broad range of insurance coverage to individuals, companies and governmental entities. In 2002, SulAmérica entered into a partnership with ING, a global financial services company of Dutch origin. ING has 150 years of experience in the financial markets, providing a wide array of banking, insurance and asset management services in over 50 countries.

2005 was a crucial year for the group due the launch of its own Corporate University called UNIVERSAS. The project was designed to be a training virtual channel focused on the professional development of its employees and insurance brokers. UNIVERSAS now is a recognized success and for 2009 is planning to extend its courses to outsourced staff and clients.

The Challenges

At UNIVERSAS, there are two types of courses that can be produced, each one with a different objective. The traditional e-Learning is more focused on the creation of certified competencies and new skills development. On the other hand, and with a different methodology, the Rapid e-Learning aims at critical information delivery and requires a different set of professional tools.

For the achievement of traditional e-Learning goals, this kind of educational content needs to be developed with a more complex methodology. In these cases, it is very common and necessary to recur to a mix of tools and different methodologies such as live broadcastings, seminars, tutoring, teacher-student lessons, among other strategies. This is more similar to the traditional e-Learning development and it might lead to a larger investment. However, these types of projects that normally include complex animations, branching for soft skills training and even 3D simulations require a bigger participation of Instructional Designers, Graphical Designers and Programmers in order to make the project viable. Usually, a large part of this chain needs to be outsourced because it is almost impossible to afford a full staff dedicated to that end internally.

The Corporate University of SulAmérica was facing the rising demand for courses focused more on the critical information delivery. These kinds of courses had to be deployed rapidly and with lower budgets, which led the company to approach Rapid e-Learning methodologies and look for a cost effective solution that would enable them to eliminate their dependence on suppliers.

Having these courses off the shelf or developed by third party companies also brought other problems to light, such as the adaption of the content created and the time spent dealing with the suppliers.

The Solution

Aiming to improve the skill development of its students, the Corporate University realized the need to acquire a tool that would allow them to meet their growing demands for more rapid e-Learning courses. When QuickLessons was presented as a platform that could be used to develop online content and easily be deployed with no changes in the IT infrastructure, it became apparent QuickLessons was the perfect solution for their challenges. According to Andréia Gonçalves, Training & Development analyst at SulAmérica, the main reasons to choose QuickLessons was the agility in the course delivery and the cost reductions. QuickLessons is used without the need of any other additional authoring tool and is rising above expectations; mainly because of its easy to use interface that allows people without programming or design skills to create interactive courses with superior visual quality.

Corporate University still outsources part of their production whenever necessary, but in less than a year, around 40 courses were created using QuickLessons Rapid e-Learning methodology. Eliminating the need to use the traditional complex structure of professionals, a process that was expensive and time consuming.

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Since the implementation of the platform, they have already achieved 100% of ROI on the second course created. The price of a single course using the traditional outsourced methodology has a similar cost of an annual QuickLessons's license, meaning that they were able to save more than US\$400,000 in the first year of use. "If we take into account the increasing demand UNIVERSAS is having year after year, the future will be very satisfactory for them, proving once again that QuickLessons brings results and save costs", says Alfredo Leone, QuickLessons' Managing Director.

"With the use of QuickLessons, the creation process is easily managed internally and with a more customized approach to the targeted audience, since we understand better than anybody the needs of our own employees and insurance brokers"

Andréia Gonçalves. Training & Development analyst

SulAmérica

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