



## Case study

## How Moodle helped foster organisational learning culture at an insurance company

MGS Seguros' new Moodle-based online training platform has made training more widely accessible as well as making it more flexible for both internal staff and external stakeholders, namely company brokers.

Training is now perceived as more appealing, having been very well received by its participants, demonstrating an over 95% acceptance rate.

## Challenge

MGS Seguros y Reaseguros S.A. (MGS), a Spanish insurance company with over a hundred years of history and a presence throughout the country, realised there was room for improvement in their approach to training.

The company was experiencing issues with their existing system, including a lack of interaction, the lack of a centralised corporate learning environment, and an inability to measure knowledge transfer in the workplace. To align their training with their business goals, MGS decided to take on the challenge of adopting a new training model and implementing a virtual campus to achieve the following objectives:

- Adapt to continuous change
- Undertake a process of digital transformation
- Set themselves apart from competitors
- Meet regulatory requirements and compliance
- Foster a culture of learning among employees

**Working closely with their client's Training and Marketing Unit and IT support, IThinkUPC set out to fully understand the specific needs and characteristics of MGS's business.**

## Project

MGS Seguros put their trust in Certified Moodle Partner IThinkUPC, a consultancy with over 20 years' experience implementing Moodle-based online training solutions for important and demanding clients in the insurance sector, such as Zurich, Generali, Agrupació (Crédit Mutuel) and Mutua de Propietarios.

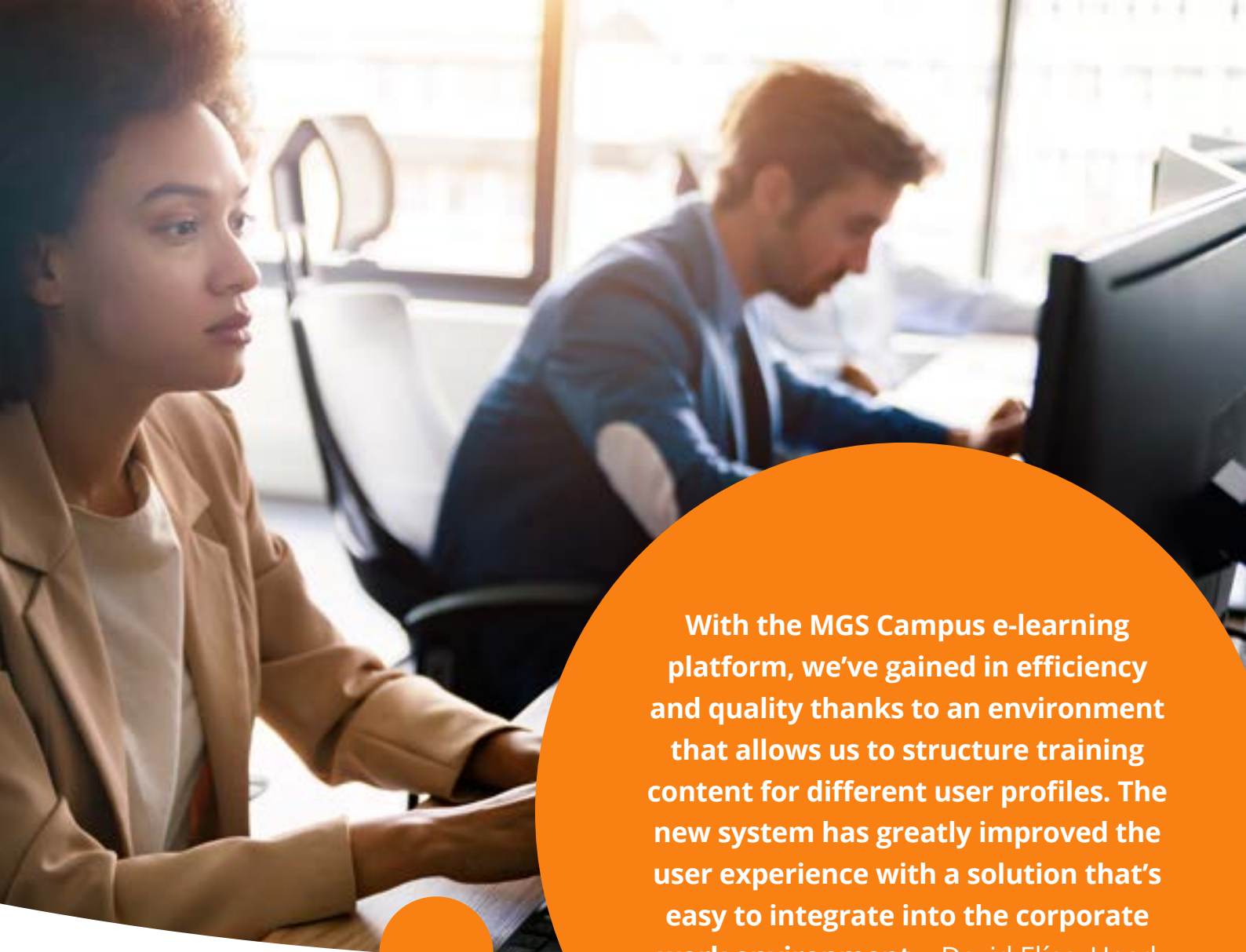
Working closely with their client's Training and Marketing Unit and IT support, IThinkUPC set out to fully understand the specific needs and characteristics of MGS's business.

The company operates within a highly regulated sector, and has a group of partners who, though not employed by the firm, are key to the success of its business – namely, its brokers.

With this in mind, IThinkUPC designed a 2-stage process:

- In the first stage, IThinkUPC integrated the virtual Moodle-based campus with the company directory, so company employees could access it in a straightforward, secure way using corporate credentials
- In the second stage, when the campus became more established, brokers were also given access to the platform, with the necessary adaptations to the virtual campus to offer separate content for the two groups of users: employees and brokers.





**With the MGS Campus e-learning platform, we've gained in efficiency and quality thanks to an environment that allows us to structure training content for different user profiles. The new system has greatly improved the user experience with a solution that's easy to integrate into the corporate work environment. - David Elías, Head of Training and Marketing at MGS Seguros**

## Action

Leveraging the flexibility of the platform and its vast options to configure, IThinkUPC implemented a virtual campus using Moodle for MGS Seguros.

The organisation received a completely bespoke solution to their needs in terms of functionality, structure and branding, offered through a high performance, high availability cloud service from IThinkUPC's own data centre, meeting full GDPR requirements.

IThinkUPC provided end-to-end support services for the organisation throughout the duration of the project.

Using their broad eLearning experience, IThinkUPC not only made graphic and functional improvements to their client's campus, but also worked on their training content and devised mechanisms to increase engagement in training.

This enabled MGS seguros to finally have an innovative corporate training model to match their business goals.

## Results

As a result of the project, MGS Seguros has made a huge leap forward with how employees rate the training platform compared to the previous system. This is clearly reflected in extremely high acceptance rates for the new virtual training platform implemented by IThinkUPC.

Plus, the possibility of training not just employees, but key stakeholders, enables the company to convey their values, culture and strategic directions to all key actors in its business.



**96.9%**

Rate their first access experience as satisfactory or very satisfactory

**98.5%**

Rate the graphic design as satisfactory or very satisfactory

**97.1%**

Describe the Campus as very innovative

**95.2%**

Believe the Campus will result in very significant improvements to internal training

**95.8%**

Describe the user experience as entertaining or very entertaining

