



Reimagining compliance training

FCA complaints mandatory learning by a large corporate

Background

In July 2015, the Financial Conduct Authority (FCA) announced sweeping changes in how customer complaints should be handled by financial services companies UK-wide, and all relevant companies had to be compliant by 30 July 2016.



2,400

staff members
needed to be trained

Challenge

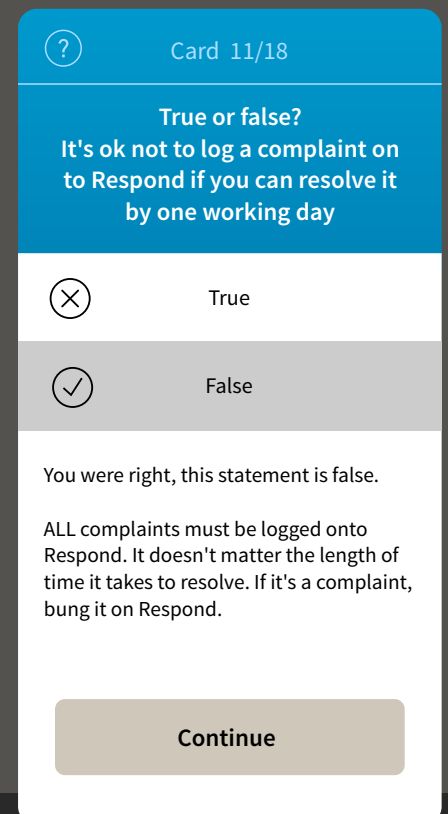
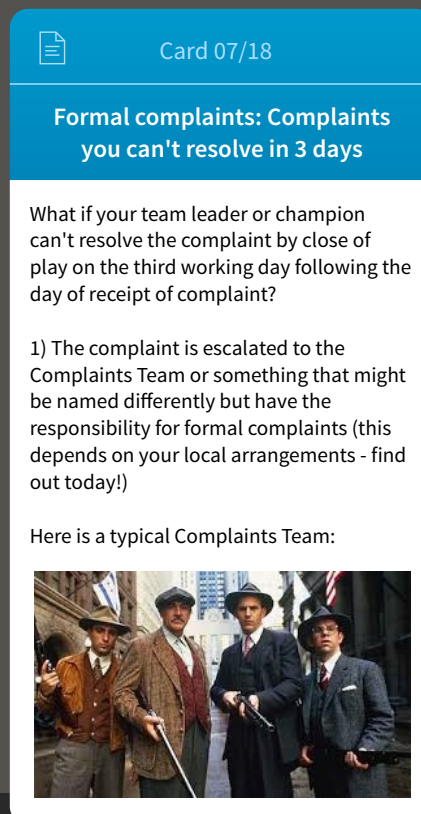
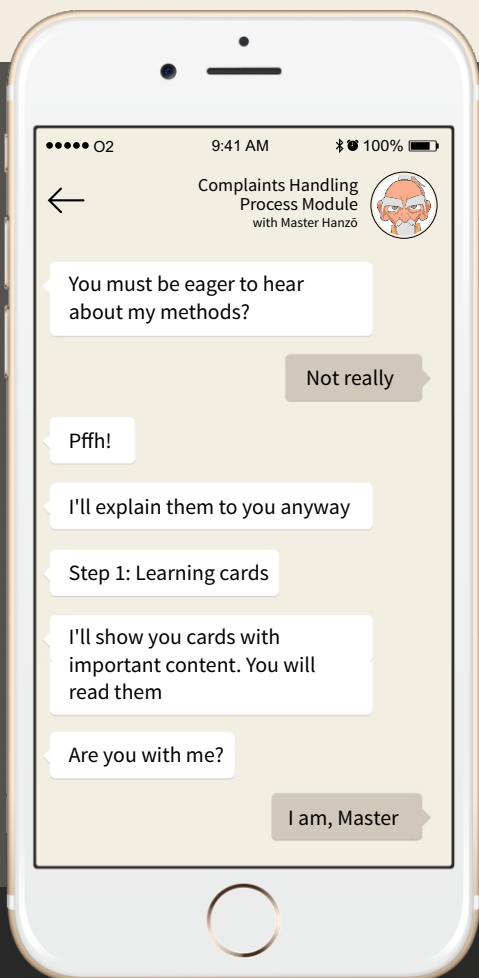
Our client established that traditional approaches such as e-learning would not be completed within time or budget. The number and geographical locations of the learners meant that a modern digital approach was better suited to the challenge.



time to deployment
3 weeks

Solution

The short time-frames dictated a need for a solution that could trigger interest in learners and result in high engagement rates.





JollyDeck's flagship product **The Coach** was chosen as the training delivery method

Execution

The learning was broken into two short modules (taking approximately 12 minutes each to complete). As training in The Coach is built on the premise of having a conversation with a famous virtual character (Master Hanzō), many of the employees started referring to the learning as 'the Hanzō learning'.

Once learners completed the two modules they were asked to complete a 10 minute test. The separation of modules and test was used to mimic the learning technique of spaced repetition where the learner revisits previous content as they proceed through the learning. This technique is an integral part of the learning experience in The Coach.

Our client recognised the impact of this change programme, so the test was designed to be quite challenging. Only employees knowledgeable about the FCA changes could have passed it without prior learning.



Fast reader, huh?

Let's move on!



Card 9/18

What "material" means

tap the card to read it

Ok, I got it



I hope you have learned something new!

Not really, Master



Aha, so you already knew that?

You'll get a chance to prove it very soon



Card 10/18

Material Distress: a definition

tap the card to read it

I've done with this one



Well then...

Let me ask you a question



Card 11/18

Identify what ISN'T material inconvenience:

tap the card to answer it



wrong answer

Oops!



It WAS you who emptied that bottle of sake in the cupboard!

"Working in partnership with JollyDeck enabled us to work at pace and take an agile approach to creating a regulatory training solution which was fun, engaging and relevant. Not words you normally associate with mandatory training! Master Hanzo certainly generated discussion; getting people talking about the regulatory changes as well as the new approach to delivering mandatory training.

JollyDeck's approach enabled us to deliver something which represented real value for money. Being able to demonstrate the impact Master Hanzo has had on business performance has also enabled us to enter this into the Learning Technologies Awards, where we have been shortlisted in the Best use of technology to ensure Compliance category."

Head of Capability and Development

Standard gamification elements such as leaderboards, points or levels were not used, but this didn't have a negative effect on learning results.

Analytics: Insight that adds value

Our client were able to monitor progress of the initiative via their real-time dashboard. Besides mere completion metrics, they could monitor many other performance indicators.

User behaviour
Usage during the day



93%
used during working hours



7%
used during free time



82%
Course completion rate

User engagement

Your top level view of engagement, course completion metrics and knowledge metrics

 [Download data](#)

User engagement per segment

Choose your segment to view completion and engagement metrics:

choose segment ▼

 [Download data](#)



79%
Right first time

Right first time is the indicator of knowledge displayed by learners. It is the percentage of all questions answered correctly at the first attempt.

Right first time - user analysis

See how your users performed. Which questions they got right and which they failed at when answering them first time.

 [Download data](#)

Right first time: Question analysis

What's a method of communication that DOESN'T count towards us receiving...



A complaint is only a complaint if the person who's complaining is an eligible person...



It can only be eligible for a complaint if the expression of dissatisfaction is about an...



"Jollydeck's Coach did much more than change the way in which mandatory learning is carried out in our company - it engaged learners to a degree where they are now looking forward to the next 'wacky thing' from L&D and it did so in way that was considerably more cost effective than other solutions.

Managers could, for the first time, see beyond the tick box exercise and identify area where learners needed more support to ensure the required business results.

The live reporting meant that we could clearly see which teams had not completed the learning and target them directly. The result? The company reached the required level of compliance within 6 weeks a quarter of the time needed by our sister company."

Digital Learning Manager

Impact

Since the FCA rule came into effect, the complaints handling team noticed a 50% reduction of complaints routed to the team. This means that the team did not need to grow 250% as usual for the period - a significant cost saving to the company.

100% learners reached



Training costs



But perhaps the most significant outcome was a shift in the perception of mandatory learning.

"The timing of our project meant that speed of delivery was a critical success factor... JollyDeck and our team were able to create a training package that delivered on our core training requirements, was fun to use and innovative in its application and delivery. Master Hanzo was well received, and supported by local promotional activity across 9 office sites in the UK from Glasgow to Tunbridge Wells, was able to engage a large number of employees to complete the training in a short space of time. The creation and delivery of this application has been central to the success of the project and importantly has changed our people's perception of how training objectives can be achieved in a fun, engaging but also business focused manner."

Complaints and Service Quality Director

About JollyDeck

At JollyDeck we've mastered the digital learning experience.

Our virtual coaches fight learning fatigue with unique attitude and engaging quirkiness. Powered by artificial intelligence they personalise each user's learning path, maximizing the overall learning efficiency.

Learning outcomes are measured in real-time via a powerful ACME analytics framework (Acquisition, Conversion, Measurement, Evaluation).

Jollydeck's clients have reported savings in time, money and effort, whilst achieving the highest engagement and success rates in the industry. Clients include AXA Insurance, British Gas, Telefónica O2, Thomson Reuters and Sony and many SMEs.

Struggling with compliance training engagement or poor analytics?

We'd love to hear from you!