

INDUSTRY: Insurance



Customer Success Story ivari

Achieved Results



**ACCESS TO
KNOWLEDGE ON AN
AS-NEEDED BASIS**



**SEAMLESS SSO
AND MULTIPLE
ACCESS POINTS**



**70% OF EMPLOYEES
ARE GETABSTRACT USERS**



**50% OF EMPLOYEES
LISTEN TO
GETABSTRACT AUDIO
SUMMARIES**



**LEARNING CAMPAIGN
SUCCESSFULLY BOOSTED
GETABSTRACT USAGE**



“Time constraints are among the biggest obstacles preventing people from taking advantage of the learning resources we offer. The big advantage of getAbstract is that it provides quick and easy access to relevant content.”

Paul Sahota

Learning Analyst, Learning & Development

Business Challenge

The Canadian insurance provider ivari has been in existence for over 80 years. The Toronto-based company employs over 500 people in Canada and has a parent and sister companies in the US.

ivari seeks to promote a positive performance culture in support of the CEO’s goal of achieving excellence. To this end, it requires a learning solution that provides the breadth of content necessary to help managers and staff to continually work on their development.

How **getabstract** helped

Senior executives need outside support to help their employees excel. For Paul Sahota, Learning Analyst at ivari, this is where getAbstract comes in: **“Coaching is a skill our managers can benefit from. getAbstract is a great tool for providing easy access to resources that busy managers can use while coaching their teams.”**

Considering the stress of everyday life, it’s not easy to get employees to invest time in their own development, says Sahota: **“Time constraints are among the biggest obstacles preventing people from taking advantage of the learning resources we offer. The big advantage**

of getAbstract is that it provides quick and easy access to relevant content.”

Seamless SSO integration allows ivari employees to access curated getAbstract content through multiple access points, including the intranet and social media channels. The additional option of accessing text and audio versions of the content via mobile app further supports the company’s self-directed learning culture. Sahota has found that over 50% of users listen to summaries via the audio app.

“The broad range of getAbstract content allows employees to find summaries that really match their interests and job-related learning needs,” Sahota explains. Sahota highlights getAbstract’s excellent content on many different aspects of leadership, which makes for great preparation and follow-up material for manager training workshops. One of the most popular summaries at ivari is “The Coaching Habit,” which gives leaders concrete pointers on how to enhance their coaching skills.

At ivari, reading recommendations are shared in a variety of ways. Top executives act as sponsors for the program, sharing their favorite summaries quarterly, while frequent getAbstract users share their most valuable finds in the company’s monthly newsletter. **“Employees like the recognition they receive for using the tool and enjoy offering advice to others,”** Sahota explains.

To showcase the versatility of the getAbstract solution, Sahota collaborated with the getAbstract Customer Success Team to come up with something special: a crossword contest. Employees were asked to use clues from getAbstract summaries to complete five crosswords over a period of several weeks. In picking the summaries, Sahota sought to highlight the breadth of the getAbstract content: **“Some summary topics were very work-skills focused, while others, such as video talk summaries, covered topics of more general interest.”**

The campaign had a positive influence on usage data, Sahota found: **“The contest prompted employees to log into the portal. Hopefully, employees can now see the benefit of stepping away from their work from time to time and spending five to ten minutes on their personal or professional development. This may jumpstart them into seeking out other learning resources we offer.”**

Today, 70% of ivari employees make regular use of getAbstract content, which Sahota attributes in part to the close cooperation between ivari’s Learning & Development team and getAbstract’s Customer Success Team: **“Our collaboration with getAbstract is fantastic. We meet regularly to discuss our results and our specific learning needs.”**

“getAbstract’s main asset,” Sahota explains, **“is that it is compact and easily accessible.”** Enabling people to search for the content they need anytime and from anywhere brings the company closer to its goal of achieving excellence at everything it does. Indeed, self-directed learning has become a key aspect of the company’s positive performance culture. Asked whether he would recommend getAbstract to other organizations, Sahota answers with a resounding “yes,” all the while thinking about the next inspirational learning program.