

# THE CLIENT

The client is a South African multinational mobile telecoms company, currently operating across Africa and the Middle East. As of December 2020, they recorded 280 million subscribers, making them one of the largest mobile network operators in the world.



## SUCCESS STORY

### The impact of a blended learning initiative in enabling a key strategic driver

The telecom industry in South Africa consists of four licensed operators: MTN, Vodacom, Cell C and Telkom Mobile, a subsidiary of Telkom. In 2020, the number of mobile subscriptions in South Africa was just over 95 million (statista.com).

### The Transition to Tech-Co

A leading South African multinational telecommunications company is in transition from telco to tech-co. This transition is dependent on scarce and critical skills, which the organisation chose to develop in-house.

- 1 The company is seeking to embrace their transition from telco to tech-co, making the benefits of a modern, connected life available to all in the markets it serves.
- 2 Its ability to understand and leverage data is a key capability in leading customer experience, and a vital enabler of this strategy.
- 3 Mining value from the data and monetising it ultimately depends on the availability of talent capable of leveraging the data and deploying advanced analytics.
- 4 To ensure they have the best talent, culture and future skills, they are developing this capability among their employees through digital enablement, and by encouraging learning in the flow of work.
- 5 The company's previous data science programme struggled to take off as employees were required to take time out of work; it was not scalable and it prevented the company from shifting at speed.

### Impact

In assessing the impact of the refreshed DSA, particular attention was paid to inclusivity, participant perception, knowledge gain and contribution towards the achievement of the transition's objectives.

**95%**  
Considered it engaging and enjoyable



**80%**  
Cost saving



**80%**  
Reduction in cost per trainee



**45%**  
Women participation



**400%**  
Increase in sign-ups



The transitioned DSA serves vital enablers of the client's strategy by producing qualified data scientists, developing a culture of analytical thinking and thereby enhancing the client's Employee Value Proposition. And finally, value-based capital allocation is also encouraged through the prioritising of ROI efficiencies.



# The Solution

The company reached out to LRMG, already a supplier and support for key aspects of their digital learning ecosystem, including Skillsoft's comprehensive digital learning catalogue and SumTotal's Learning Management System. LRMG was requested to assist in refreshing their data science programme to overcome issues of slow adoption and limited scalability.

## Customisation

LRMG assisted the company in transitioning their Data Science Academy (DSA), simplifying the structure of existing resources, and creating a more scalable solution, which enables learning in the flow of work and is delivered in relevant modalities to suit the intended audience.

## Implementation

This solution was conceptualised in a series of discussions during March 2022, and the first level of the academy was designed and delivered in three weeks, going live in April 2022.

## Integration

Because LRMG was already involved in the supply and support for the platform, the refreshed DSA was already fully integrated with the client's structures.

## Onboarding

The DSA is open to any of the learning ecosystem's 17 000 users and participants came from 12 different countries. A per-trainee cost reduction of 80% contributed to a 400% increase in signups, with women making up 45% of the total – significant in a traditionally male-dominated field and a specific imperative for the company.

## Engagement

Positive levels of engagement were registered with the refreshed platform, with an NPS of 67 for data-related courses, and 'participants likely to apply what they have learned on the job' at 86%. An impressive 95% agreed that the course experience was engaging and enjoyable.

## About LRMG

LRMG is a 25-year-old consultancy which assists African organisations to digitally enable high performance across the domains of shifting leadership perspectives: nurturing performance cultures, inspiring people productivity, growing sales and customer value, and igniting career dreams.



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