

# THE CLIENT

Established in 1944, the World Bank Group is headquartered in Washington, D.C. With 189 member countries, staff from more than 170 countries, and offices in over 130 locations, the **World Bank Group** is a unique global partnership working on the mission to implement sustainable solutions to reduce poverty and build shared prosperity in developing countries. It is one of the world's largest sources of funding and knowledge for those countries.



## SUCCESS STORY

### ACCELERATING USER ADOPTION JOURNEY OF THE WORLD BANK GROUP

#### THE CHALLENGES

Onboarding users on a complex HCM platform at scale, while maintaining steady workflow productivity, was proving to be a challenge for a large organisation like the World Bank Group.

#### 1. Scale of implementation

The World Bank Group launched an enterprise-wide HR system utilising Cornerstone OnDemand, which is used by 25,000 employees spanning 180 countries.

#### 2. Drop in employee productivity

Due to complex workflows, global implementation started impacting employee productivity and led to a surge in support tickets.

#### 3. Ballooning training costs

Significant training efforts were required to bring users up to proficiency in the system which further increased training costs.



The World Bank Group sought an innovative digital adoption platform to accelerate time to proficiency, reduce training costs and lower the burden on their IT service and support team. They desired a solution that included robust onboarding, simplified implementation, and excellent ongoing customer support.

#### VALUE DELIVERED

**10K+**  
Plays of Guide content



**7K+**  
End-to-end Guide views



**40%**  
Reduction in support tickets



**30%**  
Increase in workflow productivity



#### IMPACT

MyGuide DAP has enabled the World Bank Group to achieve enhanced employee productivity and reduced support costs. They could leverage insights from usage data, guide surveys and application monitoring to enhance and optimise various workflows.

This has enabled their IT and support team to spend more time on high-value tasks while reinvesting headcount savings into innovations and projects. Employees are spending less time hung up on workflow and more time focused on the value-add tasks that help them serve their mission of reducing poverty, increasing shared prosperity, and promoting sustainable development.

# THE SOLUTION

MyGuide Digital Adoption Platform provided the World Bank Group with the ideal solution of immersive, in-app training for their employees. This enabled their workforce to learn in the flow of work, thus maintaining a high degree of productivity.

## 1. Easy guide creation

Through an intuitive and easy-to-use guide creation tool, the trainers began to create in-app workflow walk-throughs that engaged users and streamlined user onboarding on the platform.

## 2. Contextual cues

The push notifications and tooltips features made it easier for users to navigate through the application and increase the accuracy of the forms and flow.

## 3. Role-based guides

The World Bank Group leveraged a customised extension for user onboarding. The guides are deployed and generated based on logged-in users and targeted to specific roles and geography.

## 4. Application agnostic

The successful deployment on Cornerstone OnDemand prompted the World Bank Group to use MyGuide across other critical business applications within the organisation.



## CLIENT TESTIMONIAL

*"With no lengthy upfront training, employees are now more capable and productive workers at a much earlier stage in their onboarding. Our leadership team is very happy that we now have a solution that can replace formal training methods and bring the type of productivity that has been sought for so long."*

**APRIL CALDWELL**

IT Learning Officer, World Bank Group

## ABOUT EDCAST

EdCast offers a unified Learning Experience Platform designed to operate end-to-end employee experience journeys spanning learning, skilling and career mobility. Its award-winning platform is used internationally by organisations ranging from large Global 2000 companies to small businesses and governments. With EdCast's platforms, organisations are able to attract, develop and retain a high-performance and future-ready workforce. EdCast's offerings include its Learning Experience Platform, Spark for SMBs, Content Strategy & Solutions, and MyGuide Digital Adoption Platform. EdCast is a World Economic Forum Technology Pioneer award recipient.

 LRMG is EdCast's Strategic Partner in Africa