



LinkedIn Learning

Hitting the Reset Button

NETS Group reboots its online learning programme with LinkedIn Learning

Head office: Singapore

Industry: Financial Services

Employees: 1,000

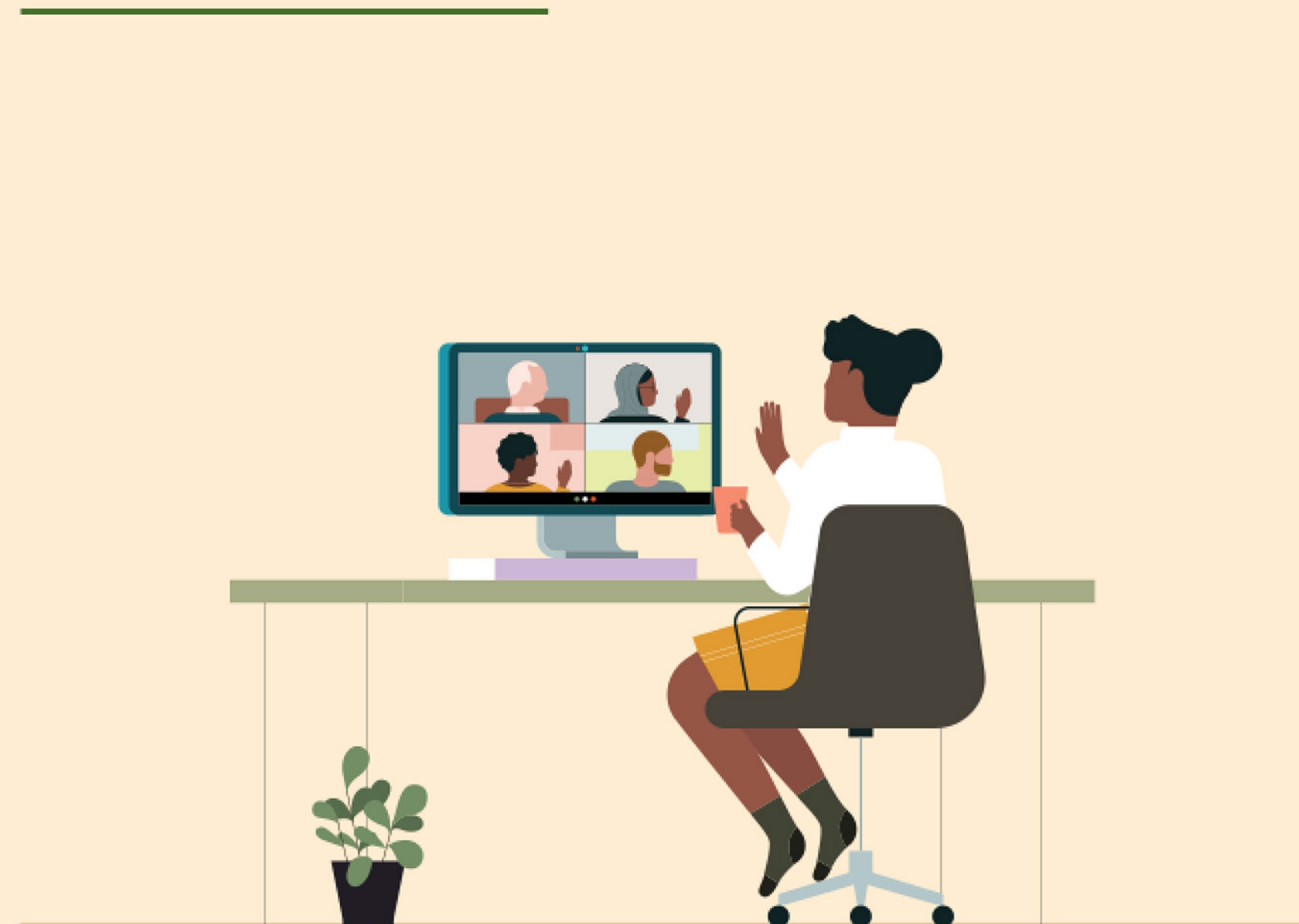
NETS

The NETS Group is a leading payments services group, enabling digital payments for merchants, consumers and banks across the entire payments value chain. It provides direct debit and credit card services, mobile payments, electronic funds transfers and cheque processing services, and operates the most significant payments network in Singapore where it is headquartered. It is also the region's market leader for payment and clearing solutions with some S\$1 trillion in transaction value processed through its systems every year.

The organisation had previously introduced online learning for its employees but, due to a low take-up rate and high associated costs, the programme was shelved in favour of traditional classroom learning. Yet, in May 2020, when the NETS Group rebooted its online learning programme with LinkedIn Learning, it achieved a 98% activation rate within two months and an average of 10 learning hours per user in the second month.

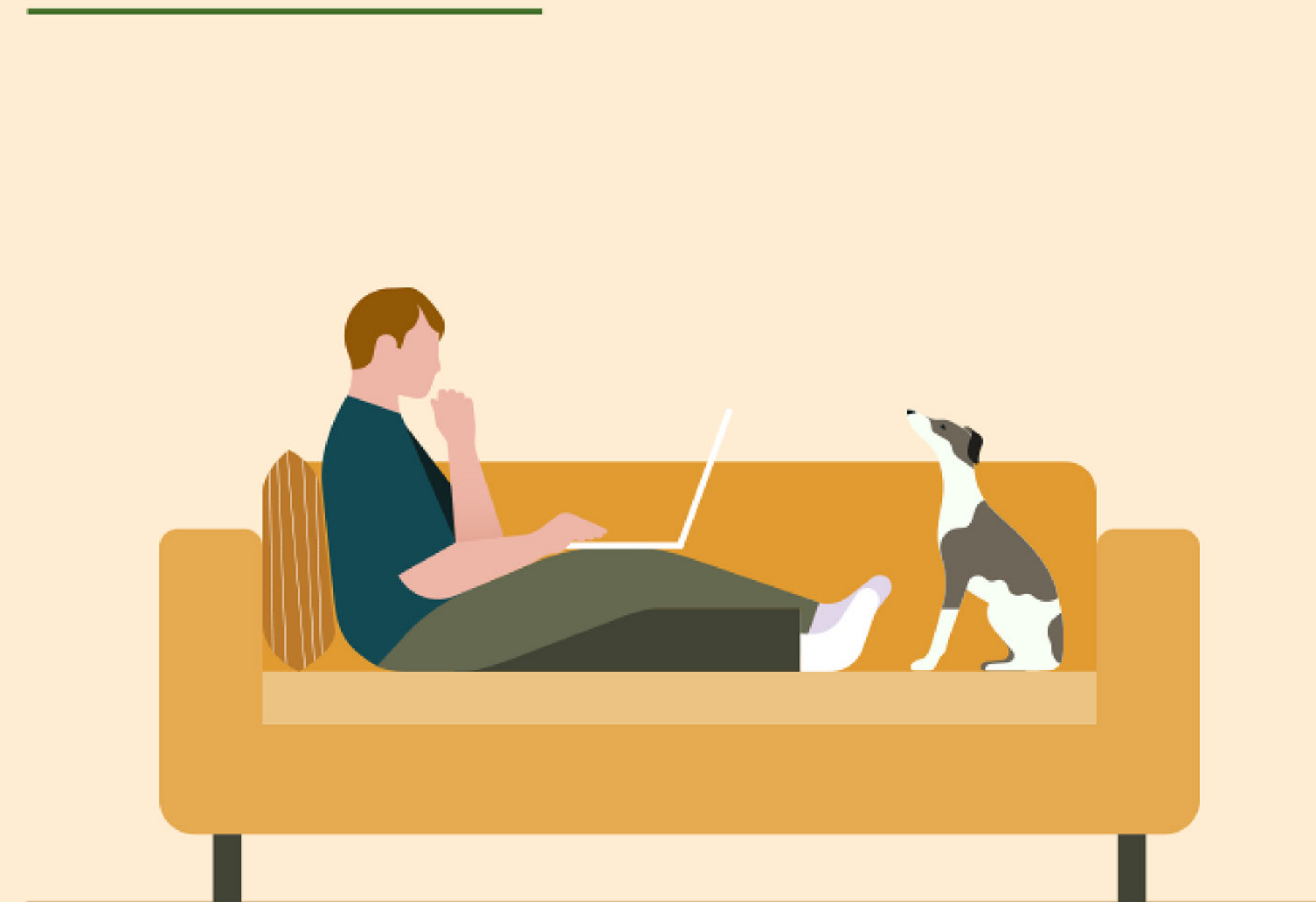
Tery Chua, Vice President of Group Human Capital Management and Principal of NETS Academy, credits these impressive results to the organisation's creative use of scarcity marketing, gamification and social learning.

The Challenge



- To restart an online learning programme despite earlier experience with low take-up rates and high associated costs

The Solution



- Offer LinkedIn Learning licences to learners on a first-come, first-served basis
- Combine gamification strategy with elements of social learning in the 'Learning Challenge 2020' initiative to nurture a habit of learning in employees

The Result



- **98%** activation rate within two months
- **5X** increase in average learning hours with the introduction of Learning Challenge 2020
- Save **3X** the amount as compared to in-classroom training fees to date

Starting with eager learners

NETS began discussions with LinkedIn Learning in the second half of 2019. By the time the organisation was ready to launch it, however, it was May 2020 — the height of a global pandemic. Plans for a big launch party were canned and a comparatively subdued email announcement was released instead.

There may not have been any hype or fanfare but 70% of the available licences were snapped up within a week. This reached 98% by the end of the second month. What is interesting to note is that NETS only purchased 300 licences. Even though its 1,000-strong workforce includes field workers who are on a separate programme, this was still a relatively small number of licences.

“It was a deliberate decision not to purchase licences for every employee. By starting with a smaller

number of licences and offering them on a first-come, first-served basis, we were able to focus our resources on more eager learners — employees who are likely to make better use of this learning opportunity,” explained Tery.

While NETS did borrow concepts from scarcity marketing, it also took steps to ensure that it wasn't merely a case of 'fastest fingers win'. An important house rule was established: inactive licences would be revoked and transferred to another colleague.

Putting the game in motion

In their first month on LinkedIn Learning, employees recorded a respectable two hours of learning each. In the second month, however, this jumped five-fold to 10 hours, thanks to the introduction of the Learning Challenge 2020.

The initiative is a clever combination of gamification and social learning. In teams of three, employees vie for a monthly prize of S\$100 limited edition NETS FlashPay card that is awarded to the team member with the most number of learning hours. At the end of six months, the team with the highest cumulative learning hours walks away with a covetable prize of an iPad Pro for each member.



With many employees still working remotely from home, incorporating the social learning aspect helps combat the 'lonely learner syndrome' and offer much-needed peer motivation. LinkedIn Learning further supports this with its Q&A feature for learners to ask questions, tag others, and share these on LinkedIn Learning or LinkedIn.com to tap on the expertise of a wider network. For the NETS Group, introducing social learning now also lays the foundation for the learning communities that it hopes to create in the future.

Demonstrating value

Given that the NETS Group previously had a less-than-successful experience with online learning, it was mission-critical for Tery and his team to prove the effectiveness of this partnership with LinkedIn Learning. In a surprising move, however, they decided against setting learning goals or KPIs for learners.

“Our focus, for a start, is to inculcate the habit of learning among our people. Rather than mandating their learning, we're encouraging them to explore, experiment and enjoy the experience. After all, LinkedIn Learning has such an amazing variety of courses. Once they start to appreciate the joy of learning, we'll start recommending courses to align their development with our Learning and Development (L&D) strategy,” explained Tery.

Even with gamification and social learning replacing benchmarks and goals, the team has still been able to prove the cost-effectiveness of their decision to partner with LinkedIn Learning. In fact, the numbers speak for themselves because the 2,950 hours and 3,600 courses recorded in the month of June would have cost NETS Group more than 3x the amount in classroom training fees.

With learners on their way to internalising a habit of learning and senior executives convinced of the investment efficiency of LinkedIn Learning, NETS is preparing itself well for the new world of work.



“ I expect LinkedIn Learning to continue to be a big part of our L&D programme even after our remote work arrangements are lifted. The opportunity to learn in bite-sized pieces, anywhere and anytime, is very empowering, especially when supported by blending learning strategies such as facilitated in-person discussions. ”

Tery Chua

Vice President of Group Human Capital Management and Principal of NETS Academy

In their own words

“ I’m extremely glad that NETS supported us with remote learning opportunity during the Circuit Breaker. With the LinkedIn Learning Challenge, it has motivated me to take ownership of my development. It’s not always easy to take the first step towards transformation but the easy-to-use, bite-sized content, and the 24-hour availability of the content have helped to kick-start my learning routine. As a new member of the product management team, I find topics such as agile project management and SDLC useful in my course of work. I believe in achieving transformation through practice and I am confident that I can sustain my learning habits with LinkedIn Learning. ”

Meyrita Yose,
Merchant Product Management

“ Having attended various trainings in the course of my career, including workshops, classroom sessions and online courses which can be quite dry, I find LinkedIn Learning a content-rich and engaging platform for those who enjoy self-learning at their own pace. I am impressed with the diverse content it offers, which comes with interactivity like quizzes in between topics, as well as the ability to share my learning experience with my LinkedIn network. A few of my contacts actually connected with me to find out more after learning about my UX course which I shared online. I highly recommend this to all my colleagues and friends. ”

Chen Huiying,
Digital & Consumer Marketing

About LinkedIn Learning

LinkedIn Learning is a leading online learning platform that helps professionals learn relevant skills and achieve their goals. It combines a library of 16,000+ up-to-date courses in 7 different languages with an engaging, intuitive, and personalized learner experience. LinkedIn Learning also includes real-time skills insights that help learning leaders identify skills gaps.

For more information, visit <http://learning.linkedin.com>.