



# Bupa Arabia engages its employees through learning

## The challenge: Providing ongoing learning across multiple skill sets

- During the pandemic, Bupa Arabia faced the challenge of keeping employees engaged and satisfying their need for continuous learning.
- Many employees sought specific technical training alongside developing their soft skills. LinkedIn Learning provided a valuable solution to address both challenges and build a strong learning culture across the company.

## The solution: Making continuous learning more engaging for all employees

- Bupa Arabia created learning paths, with monthly, quarterly and yearly recognition for top learners across the organization.
- They made it a prerequisite to finish a learning path before taking another. This gave employees foundational knowledge as they continued on their learning journey.
- One call center even specifically requested training to focus on hitting their KPIs.
- They utilized new features from LinkedIn Learning Hub, like the pinned skills to prioritize their organization's skills for 2022 and close their skills gap.

Insurance | 1,800+ employees

Goal: Engage employees through learning

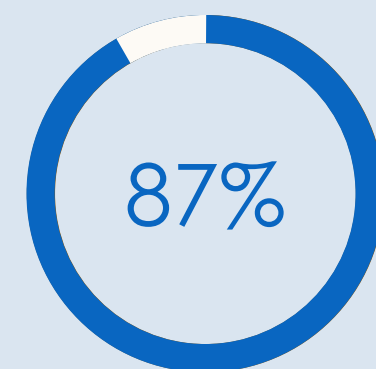


Developing our people is a key HR Pillar at Bupa Arabia. Our partnership with LinkedIn Learning has enabled convenience and accessibility to learning, especially during the start of the pandemic where the majority of our colleagues were working remotely. Despite the challenges, learning should not stop. LinkedIn Learning's vast library of courses geared both towards professional and personal development truly adds value to our learning strategies and initiatives.

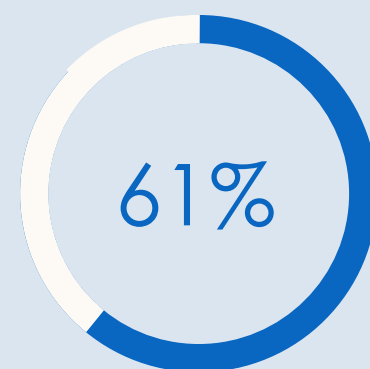


**Tariq Alamoudi**

Chief Human Resources Officer



of users activated to date



repeat learners



per month spent learning by each user



Reach

