

BAI Communications creates a companywide learning culture in an ever-changing industry.

Challenge: Multiple learning systems and a limited user experience

- To be a global leader in a dynamic, constantly changing industry, BAI Communications needed their employees to be able to easily access learning resources and acquire new skills.
- The company's legacy learning management system (LMS) had a limited user experience and lacked personalization, leading to low engagement rates. Employees didn't know where to learn or to track progress.
- BAI wanted an easy-to-use, well-integrated, universal platform that could be a single source of learning and encourage ongoing employee development.

Solution: A single destination for skill development

- BAI adopted **LinkedIn Learning Hub** as a single learning platform to ensure employees keep developing the right skills to lead the industry.
- With a monthly learning lottery, they found employees had an appetite for relevant and personalized content. This type of content drove learner engagement.
- BAI developed the critical foundations for a companywide learning culture. This helped them attract new hires, engage and retain employees, and keep growing the business.

Better learner experience

A more personalized learning experience led to greater learner engagement.

Self-directed learning

Employees developed critical skills and took control of their growth.

High activation rate

Within the first six months of launch, 85% of employees activated the company's Learning Hub license.



Reach

Telecommunications | 800+ employees

Goal 1: Personalize learning

Goal 2: Drive employee engagement



In the current environment, you need everyone to be engaged in development and continually upskilling. Easy access to individualized learning is the minimum to start a learning culture. Employees need to know they're making the most of their time and building capabilities that make a difference to them and the business.

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