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.

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.

Raelee Hobson  Group Director of Organization Development, BAI Communications

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