

A Learning Adventure with LinkedIn Learning

Indonesia's Bank OCBC NISP embeds a culture of Learning Anywhere, Learning Anytime (LALA) by gamifying the learning experience



Headquarters:
Jakarta, Indonesia

Industry:
Banking

Employees:
6,000

“ The message we're sending to our people is simple: This is the new world of learning! With bite-sized, mobile-enabled learning, there are easier and more opportunities for us to learn and gain knowledge. So, let's embrace and adapt, so those who are most adaptive are the ones to survive! ”



Christine Nisrina
Division Head - Human Capital Talent,
Learning and Development
Bank OCBC NISP



Bank OCBC NISP (formerly known as Bank NISP) is the fourth oldest bank in Indonesia. It was founded in 1941 as NV Nederlandsch Indische Spaar En Deposito Bank and, in 2005, welcomed Singapore's OCBC Bank as its major shareholder. Today, Bank OCBC NISP has close to 6,000 employees and over 200 branch offices, serving customers across 57 cities in Indonesia.

Creating a Mindset Shift

Bank OCBC NISP is no stranger to online learning. As a licensed commercial bank operating with strict compliance policies, many of its employees have mandatory certification requirements in addition to their professional learning and development needs. The bank embraced online learning as early as 2012 with an internal e-learning system for proprietary content such as Code of Conduct. However, until 2019, about 70% of training was still delivered in the classroom.

The shift came in June 2019 when Bank OCBC NISP introduced LinkedIn Learning. This was a strong push towards Learning Anywhere, Learning Anytime (LALA) — a learning persona that the organisation created to embody the learning culture it desires.

“We started searching for an Indonesia-based learning solution so that the courses would be delivered in our local language but those we found weren’t able to provide sufficient content for our needs,” explained Camelia Asmanu, Bank OCBC NISP’s Learning Manager who is responsible for technical and soft skills training.

Instead, the bank chose LinkedIn Learning.

“LinkedIn Learning’s breadth and depth of content, coupled with its mobile and offline access features, makes it a good fit with our LALA culture,” said Learning Manager Trisnawati Gunadi, who is responsible for Mandatory Certification, E-learning, External Training and Learning Expense Management.

Language barriers were also lowered since every LinkedIn Learning video is accompanied by a written transcript. According to Budi Hartono, People Development Head, this turned out to be less of an issue than the team originally expected. (The bank conducted a learner survey in January 2021 and found that 89% of employees have no problems understanding the content on LinkedIn Learning.)

And so, in June 2019, Bank OCBC NISP stepped into the world of LinkedIn Learning with 700 licences for a selected group of learners at the managerial level. Just 18 months later, it would triple its investment to 2,150 licences.

Challenge

- To embed a culture of Learning Anywhere, Learning Anytime (LALA)
- To reduce a reliance on classroom learning, which represented 70% of all training delivered

Solution

- Started with 700 licences for managers and gradually increased this to include other employee grades
- Encouraged 5 minutes of learning every day
- Pushed biweekly course recommendations and regular reminders
- Ran a Group Challenge and celebrated Top Learners
- Developed a Future Smart Challenge 2021, with ‘LALA Ranger’ characters embarking on an adventure

Results

- **100%** activation within a year¹
- **11.2** average monthly learning hours per user¹
- **90%** of users find LinkedIn Learning useful²
- **89%** of users spend at least 5 minutes learning a day²

¹ LinkedIn Learning platform data
² Bank OCBC NISP Learner Survey, Jan/Feb 2021



Making Learning Fun

Bank OCBC NISP's journey with LinkedIn Learning started off slowly, which was to be expected as its employees had a strong preference for classroom learning. To address this, the team actively campaigned learners, using a mix of marketing strategies to socialise the benefits of LinkedIn Learning and seed a habit of learning.

After onboarding learners onto the platform, the team began pushing out biweekly course recommendations. LinkedIn Learning content was also mapped to the bank's internal training catalogue so that employees could leverage these for pre-training preparation or post-training refreshers. Suitable LinkedIn Learning

content was also curated to refresh certain mandatory training modules.

They also dabbled with gamification by introducing the LinkedIn Learning Group Challenge in 2020, where learners could score 'points' for completing a series of learning missions. Inspired by LinkedIn's own approach, the bank also started celebrating top learners with a certificate of achievement.

These efforts paid off as activation rate hit 100% in February 2020. The bank then added 200 more licences, bringing its total to 900. By the end of the year, it had achieved 70% of its 16-hour target across all users.

An Adventure with the LALA Rangers

Building on success, the bank started the year 2021 by extending LinkedIn Learning coverage to another group of 1,250 users. With a younger set of employees in the mix, the team refined its marketing approach. This time, they leaned heavily into gamification by creating a Future Smart Challenge with LALA Rangers.



“LALA Rangers are a personification of our learning culture. The story goes that a meteor of change has hit Earth and the LALA Rangers must collect seven orbs, which represent our seven learning pillars, in order to save the world. Learners are invited to join the LALA Rangers in this adventure, using the learning map to locate and acquire the orbs.”

Budi Hartono,
People Development Head, Bank OCBC NISP

The year-long Future Smart Challenge is now underway. While its results are yet to be seen, what is certain is that Bank OCBC NISP's LALA culture continues to deepen with 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 16,400+ up-to-date courses in 7 different languages with an engaging, intuitive, and personalised 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>.