

Case

Preboarding gives new colleagues a stronger sense of belonging to Arbejdernes Landsbank



A stronger sense of belonging to – from the beginning

You probably remember how it was to sign your employment contract. Maybe you were relieved, happy, sad, or something else? A feeling you probably did experience: You were excited to begin your new job.

But was that feeling enough to create a strong connection between you and the new workplace? Probably not and that was one of the reasons for Arbejdernes Landsbank to begin researching the possibility to develop a preboarding process for new colleagues.

“We would really like to accelerate the process for new colleagues, so they more quickly get a sense of belonging and an understanding of the AL culture,” says Martin Wonsild Bastrup, HR Consultant at Arbejdernes Landsbank.



Martin Wonsild Bastrup is HR Consultant at Arbejdernes Landsbank. In day-to-day operations, he spars with managers in branches and in other staff functions, including recruiting. Besides that, he works with development, Employer Branding, Onboarding, and the bank's talent process.

Lene Overgaard began her career at Arbejdernes Landsbank as a trainee in 1987. Hereafter, she became Customer Adviser, before she started as HR Consultant in 1994. Together they have been in charge of the Preboarding project.



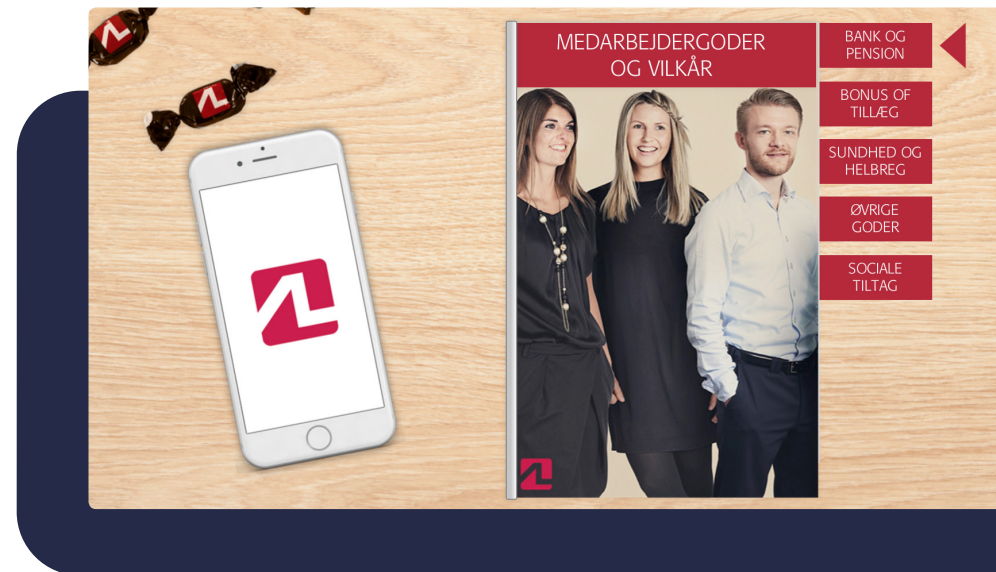
Fewer 40th anniversaries

In Arbejdernes Landsbank, there are approximately 1100 employees including its subsidiary company AL-Finans. And like with other companies, they can also feel that new tendencies are about to occur when people are planning their careers.

“It’s no secret that we are going to see a lot fewer 30th or 40th anniversaries than we once did. People are changing jobs more frequently today – also in AL,” says Martin Wonsild Bastrup and continues:

“So, it was important for us to give new employees an understanding for who we are and a stronger sense of belonging to us faster.”

That’s why Martin Wonsil Bastrup and his colleague Lene Overgaard began to meet with different providers who could help solve the challenge. Here, Learningbank stood out in various ways, first in regard to technology.





“...new employees could get access to as soon as they had signed the contract...”

App solution

It was a bit of a coincidence that Martin and Lene heard of Learningbank, to begin with. It was a business partner located next to AL-Finans, who had previously worked with Learningbank that explained what Learningbank could do:

“He explained that Learningbank created pre- and onboarding processes for other big companies that you could easily access via an app on your phone. So, we invited Stine (CEO and Founder of Learningbank) to come by and talk about if it was something that we could use,” says Martin Wonsild Bastrup and continues: “and what we primarily fell for was the preboarding part. That new employees could easily get access to as soon as they had signed the contract or very soon after that.”

Present and attentive

In addition to the technology, Martin and Lene choose Learningbank because of their human qualities.

“We also met with other companies that offered similar services, but where Learningbank really stands out is on the relational plan. We had great confidence in Learningbank, and exactly that matches very well with our values about attentiveness and trust. We also try to stand out in regard to our competitors,” says Martin Wonsild Bastrup.

After they had made the final choice to go with Learningbank, Martin and Lene were put together with Learningbank’s learning designers, consultants, and psychologists.

“There were some really great meetings in which we were involved and listened to throughout the process. So, I think that it has worked really well – also when you look at the result, there have been some really fun gimmicks while you learn about the bank,” says Martin Wonsild Bastrup.



Find the code to the bank box

The preboarding modules for Arbejdernes Landsbank were launched in May 2018. They were designed based on gamification in which you use game mechanics in a context that generally isn't game-based. That's why the new employees will play to get basic knowledge about Arbejdernes Landsbank's history and values. They will do that by interacting with the content and by solving tasks which continuously will give them the number combination to open the bank box with the gold at the end.

"We have received great feedback from all who have been through it. The managers, in particular, have told me that it is easy, accessible and that it has been a good and light introduction to what Arbejdernes Landsbank is and what we stand for. They think that the whole package is good, fun and professional," says Martin Wonsild Bastrup and concludes:

"We have been really happy with the co-operation with Learningbank. We have as customers felt safe in the process and in good hands because Learningbank has been professional, attentive and close to us as customers. So, I will definitely recommend Learningbank to others in the future."

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