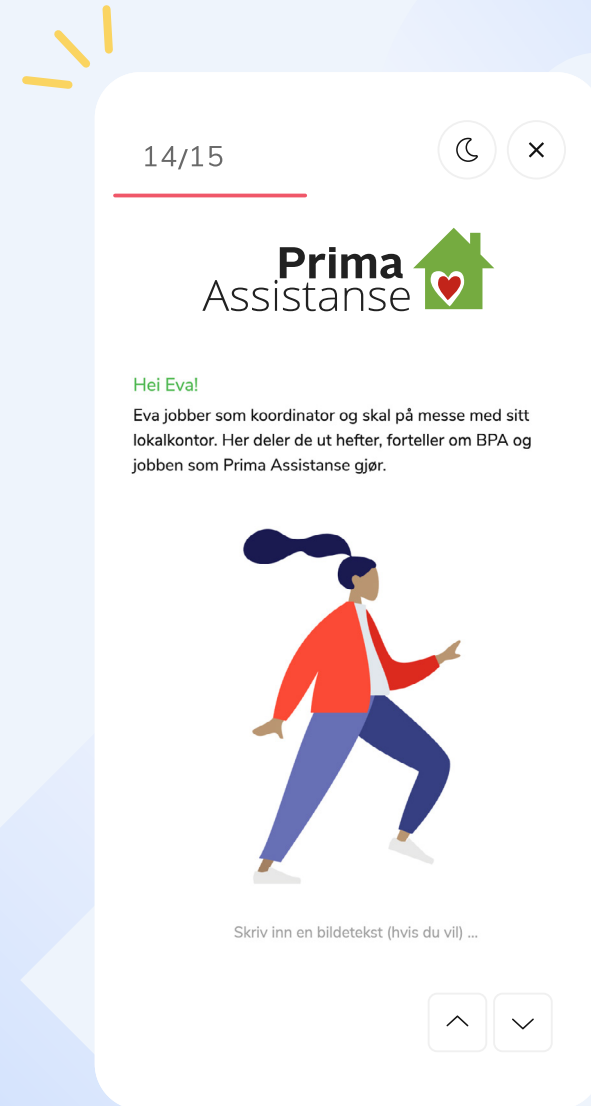




Prima Assistanse

Increasing Learners' Engagement,
Saving Hours & Headaches



About Prima Assistanse

 **Industry:** Service/ Healthcare

 **Size:** 2389 users in the platform

Prima Assistanse is a Norwegian health care provider offering home-based assistance services, with a focus on User-Controlled Personal Assistance. The company has been delivering its service care since 2013 and have now a nationwide presence with more than 1500 qualified assistants and caretakers across 12 offices in Norway.

Prima Assistanses' main user groups in the platform are their assistants out in the field and administrative employees.



Challenge

Prima Assistanses had many big challenges before Learningbank came along. One of them were that **their employees were spread across the entire country** and, although the HR-department usually never meet their employees directly, they are responsible for all employee training. This made it **hard for HR to secure good training** that lived up to the standards that was needed.



Mari Lønne Wergeland, Learning & Development Specialist at Prima says: “We never have the chance to say, ‘OK, everybody come to the HQ, we’re gonna have a training.’ It’s just not possible.”

Prima has many part-time workers, some working other jobs, others might be students and **the turnover is naturally very high**. “There’s so many different situations and that is why we need to reach them [the employees] at any time. Maybe they need to do the training on the bus, when on the way, or when they’re at the person they’re working for is having a nap or, you know, in these little moments. We just need to reach them when we can. It’s so important for us to have training online and it is the only way to do it for us.”

Mari continues.

Another challenge Prima was struggling with was the **low engagement and participation in the training** they did have. Although Prima had a LMS-system before Learningbank, it **wasn’t efficiently communicating and passing on information to their employees**. Instead, it was hard for them to create the training content and ensure all their employees were properly trained.

“It was quite complicated to use both for us internally and for the end user. Which of course then resulted in we didn’t create as many trainings because it took a long time and of course, the participation rate wasn’t very high either because it was complicated to use for the user as well.”

Yet a challenge Prima Assistanse had where that **they needed a system that also worked for visually impaired users**. This was also an important factor in order to reach all their users.



Solution

An easy-to-work-with, easy-to-understand-learning platform became the solution for Primas Challenges.

"We need them [the employees] to take the training and now they want to do it because it's funnier and easier." Ida Borgenvik, HR-coordinator

Both Ida and Mari at Prima Asisstanse say that Learningbanks platform is visually appealing and intuitive which they see as a factor that has increased the learner engagement. **"I think once we get people in and they see that 'OK, it's easy to go through, it's quick to deal with', I think that has really solved a lot of things for us."** Mari continues. The platform also works for Primas visual impaired user.

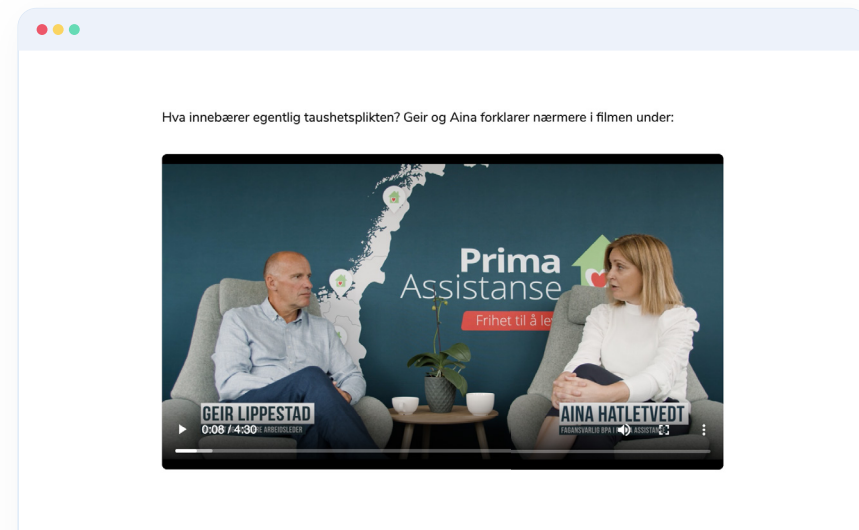
The completion rates on their trainings have risen a lot and the end-user employees now enjoy doing their training. But it's not only their assistants that are happy with Learningbank. The HR-department and administrators are happy about the platform as well as Ida explains:

"It's much, much easier to create modules and short learnings. It means that we of course create a lot more [...] And then when we launched Learningbank, everyone was just happy. And then we did a quick training with our

administration staff, the ones that are actually in contact with the assistants, I think they just said 'wow, this is easy. This is fun. This is so much better than the one that we had', so yeah, it was fun to launch the system and it was easy."

Although the platform itself is very user-friendly, it is nice to know that Learningbanks' support is there in case you have a bad day.

"I actually deleted a whole department in the platform. Like, it's a big ONE, I don't know, 300 employees or something. I was kind of freaking out! So what do we do now!? We don't have any statistics! We don't know who has taken the courses or who hasn't. It was just all gone. I contacted the support team and asked if Learningbank could help me. And then they said 'Ohh we can fix it.' Then two days and it was all back! I said to the others. 'Wow. Learningbank is the best learningplatform in support!' ", Ida tells us looking truly amazed.



Result

A major result is the **time saving** aspect that the integration with their other system, Tamigo gave them:

“Setting up the integration with our time schedule system was quick and easy [...] the fact that our systems now speak to each other saves us a lot of hours and headaches!” Mari says.

Further results they see after been online with the platform for over a year is the **increased course completion rates, less administrative work, easier to understand for everyone** – less questions from employees as they now actually understand and learn from the training they get which means **HR themselves spend less time on supporting their own staff.**

Prima Assistanse can now reach all their employees with the right training easily and **at any time** they need it as it is **accessible on any device.**

They can follow up, see who has been taking the courses and not. The platform makes it easy to ensure all employees get all the training they need from professional secrecy or laws to how to use their HR system—no matter where in the country they might be.

The results have been so good that Prima Assistanse currently is working closely with Learningbank to expand and make even more training available.

Key takeaways:

- ✓ Increased completion & engagement rates on trainings
- ✓ Fast and amazing support
- ✓ Integrations that let HR-systems work with the learning platform & saves tons of work
- ✓ Easy to use and understand for both admins & end-users



3 Tips from our Digital Learning Experts

Increase learner engagement & course completion rates just like Prima Assistanse with these 3 tips on how to create effective digital learning:

Create Learning Journeys

Create a learning journey in your learning platform for a specific target group that supports your employees' development throughout their entire employment. Automize content to become visible when the time is right. From onboarding to compliance training or alike, some training might need repetition after some time, automate it all for the specific roles, making the most of learning for each employee.

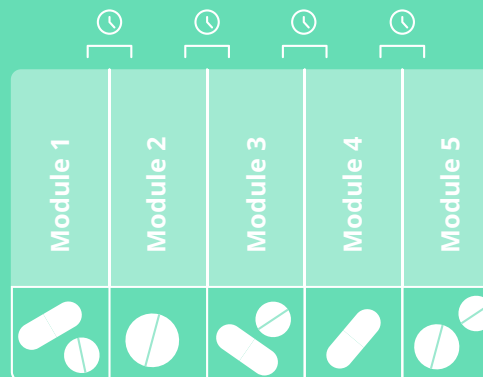
Preboarding

Onboarding

Learn & Grow

Use Stretched Learning

Think about it as vitamins. You don't chuck all vitamins down once a year—you take them each day. The same goes for learning. Use stretched learning to give your learners space in between the courses/modules. This creates room for reflection necessary for effective and long-term learning.



Make it Short & Available with Microlearning

Stay away from too long pieces of learning! Instead, break it down into small pieces of 3-5 min of learning, making it more accessible and easier to fit in during a packed workday. Mixing up the content, and making part of it interactive using quizzes, drag-and-drop or other gamified elements will help increase engagement.

3-5 min



Make people **happier** by making them **better**

learningbank 

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