

Onboarding - Reduce time-to-productivity of new employees by 30%

Discover how the Socotec training team managed to capture significant value by creating an optimised blended onboarding program supported by our collaborative learning playbook:

✓ Cut employee time to productivity by 30%

✓ Generate 500K€ of potential incremental revenue

Company Presentation

SOCOTEC is a European leader in Testing, Inspection and Certification services for the Construction and Infrastructure sectors. Every year, 9,000 local technical experts (engineers and technicians) across 25 countries are inspecting the work sites, facilities and processes of over 200,000 clients.



The Challenge

SOCOTEC's leadership is based on its ability to build and maintain robust expertise in testing, inspection and certification services. Each of their technical experts must master a high number of complex technical standards as soon as they are sent to client sites.

SOCOTEC was facing 3 challenges when it comes to onboarding new technical experts:

✓ **Training a worldwide workforce:**

New technical experts need to be onboarded each month in more than 25 countries.

✓ **Involving senior matter experts in the onboarding process:**

Highly technical onboarding requires senior matter experts to be in direct contact with local teams to answer technical questions and monitor knowledge adoption.

- ✓ **Allowing technical experts to access Onboarding content in the flow of work:**
Technical experts cannot remember all the information communicated during their dense onboarding program. They need to be able to access it for a few months after their onboarding to maximize knowledge retention.

The L&D team tested two options: a fully in-person onboarding and a blended onboarding on their LMS. Neither of the solutions proved to be adequate. The former was costly and could not scale at the pace of business growth. The latter did not meet expectations for completion rate. They also struggled to update content in an agile way and connect experts to learners.



The Solution

360Learning was a perfect fit for SOCOTEC as Collaborative Learning was the only way to offer the best of both worlds. We gave experts the ability to directly connect with learners. Thanks to the diverse set of collaborative features, SOCOTEC maximized learner engagement while being able to scale the onboarding process to more than 25 countries.

The L&D team worked closely with senior matter experts through 360Learning's co-authoring features in order to digitize onboarding content. Each expert was then assigned a group of learners to monitor and assess their progress through the program by leveraging the state-of-the-art data dashboard.

The new blended onboarding program

was tested on a pilot population of 150 electrical technicians in 2019.

Today, new employees can directly contact senior matter experts through the collaborative hub on the platform. Experts answer questions, share additional material, and keep the content updated.

Every month, new employees and experts share more than 1,500 user reactions: 93% are positive, which encourages the project team to create more training programs, while the other 7% help continuously improve the content.

This continuous feedback loop is what makes Collaborative Learning so effective.

Impact

SOCOTEC managed to reduce time-to-productivity of new technical experts by 30%. On the test population of 150 new employees, the estimated time saving amounted to 800 days in total. This represented a potential incremental revenue of 500,000 €.

Thanks to the success of their pilot, SOCOTEC's L&D teams gained strong support from their Leadership and Business teams. This enables them to further scale Digital Learning. The team is now working on new use cases powered by Collaborative Learning, such as launching a new CRM across the company, updating employees on the newest regulations or further digitizing onboarding.

– 30%

TIME-TO-PRODUCTIVITY OF NEW
TECHNICAL EXPERTS

500,000€

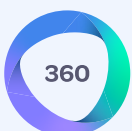
OF POTENTIAL INCREMENTAL
REVENUE



360Learning allowed us to improve time-to-productivity of new employees by 30%. My team freed-up 800 billable days. This represents a potential incremental turnover of 500,000€! Collaborative features were key to achieve such an improvement in our onboarding process. Experts are connected to field employees directly through the platform. That is a huge advantage when you are scaling training.



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Request your demo
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