

How Vodafone Idea India (VI) Achieved 37% Increase in LMS Usage:

A Case Study by:



G-CUBE & VODAFONE IDEA INDIA (VI)
Won Bronze at Omni Awards 2021
(Category: Website – Social)



80000
times of LMS
login

31%
increase in
registered
users

24K+
strong workforce
connected via single
digital platform

37%
increase in
LMS usage &
adoption



ABOUT THE CLIENT

Vodafone Idea Limited is an Aditya Birla Group and Vodafone Group partnership. The Company provides pan India Voice and Data services across 2G, 3G, and 4G platforms. The company is committed to delivering delightful customer experiences and contributing towards creating a truly 'Digital India' by enabling millions of citizens to connect and build a better tomorrow.



As of June 2021, Vi has a subscriber base of **273 million.**



It's the **3rd & 10th** largest mobile telecommunications network in India and the world.

BUSINESS REQUIREMENT

With the large spectrum portfolio to support the growing demand for data and voice, Vodafone Idea India (VI) was facing a growing need to train and enable their employees through a centralized system. An engaging medium of communication with peers was the need of the hour as they were struggling to manage a geographically dispersed workforce and keep them engaged via social interaction.

When VI approached G-Cube to find a digital learning solution, they had specific needs -



A centralized system for virtual training that could enable easy tracking and bring consistency in the training given to the employees.



Pen-and-paper based assessments to be converted to audio & video-based assessments which could be provided to optimize learner engagement and retention.



Ability to support social & collaborative learning across diversified job roles and remote locations.



A system which allowed learners to share their achievements, certificates, posts, etc. with their peers.



MAJOR CHALLENGES FACED



Unavailability of a common learning platform to manage & engage a large and geographically dispersed workforce.



Ability to have uniform, real and constant communication between various teams, peers, and others.



The capability to engage all employees in social interaction that are present across different locations.





Unable to capitalize on social and peer learning for a huge fund of tacit knowledge.





SOLUTIONS


The G-Cube team developed a built-in Social & Collaborative learning feature called the Active Wall platform in the LMS to drive social learning and a spirit of collaboration among the employees.


 The Active Wall was introduced to drive engagement for all the users of the LMS. After implementation, everyone could see how his or her peers are performing in terms of taking up learning, earning certificates, badges, sharing content, etc.


 The LMS feature enabled users to share their profile summary with name, skills, badges, and points achieved on the landing page itself.


 LMS provided the users with the ability to share posts, courses, conversation forums, and external content with other users.

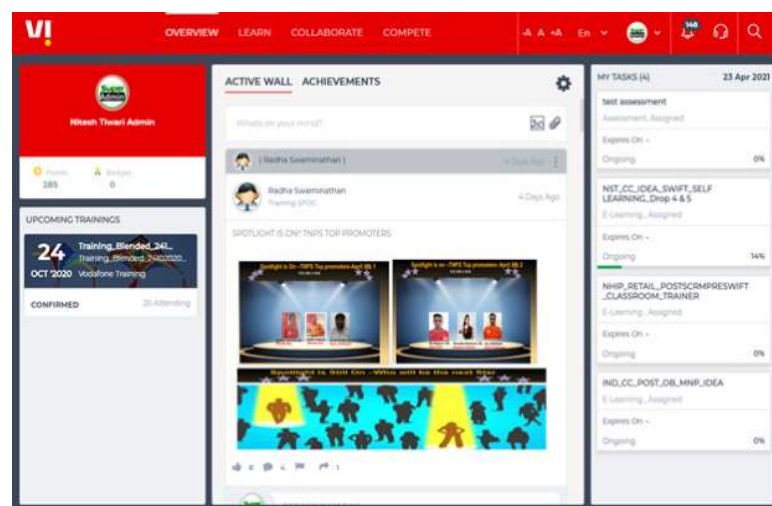
 The dashboards helped with an update about the achievements of peers (certificates, badges, rewards, etc.).

 The LMS allowed users to view a list of upcoming opted or assigned training on the landing page itself.

 The ability to like and comment options on the posts added by peers on the Active Wall.

 LMS provided a view with all the aligned course/ training under “My Task” including progress status for each of the course/ training.

 The LMS offered the visibility control that helped the user to hide the posts shared by peers which they found as inadequate.





IMPACT

With G-Cube's innovation of adding Active wall feature, Vodafone Idea India (VI) achieved a major impact. The LMS usage increased significantly, and the client was able to achieve:

80229412 Hours spent by the users on the portal.

24K+ strong workforces could connect on a single centralized platform.

80,000 times the number of users logged in to the system that increased the training intake.

37% increase in LMS usage and adoption with highly engaged frontline system.

31% increase in the registered users.

Leveraged Active wall for Reward & Recognition, organization communication, share success stories that aided learning and performance.

Ability to share learner's achievement with their peers and thus increase in learner engagement.

TESTIMONIAL

“The Active Wall Feature of GCube LMS is amazing! VodafoneIdea has a large frontline based demographically spread and we see Active Wall as a game changer specially to increase our Digital Learning footprint along with increased engagement and immersive learning. The Wall allowed us to increase our communication real and near time. It's also helped us augment peer and social learning, celebrate success stories linking them to drive performance and a platform to recognize. The acceptance and adoption with our last mile have definitely throttled in a positive direction.”



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