



Staff training at Länsförsäkringar



The Company

Länsförsäkringar can boast Sweden's most satisfied bank and insurance customers, according to the Swedish Quality Index survey. Länsförsäkringar was named „Non-life Insurance Company of the Year“ for the third consecutive year by the Affärsvärlden business weekly.

Länsförsäkringar offers a broad range of insurance and financial services for companies and private individuals. Länsförsäkringar is the market leader in the Swedish non-life insurance segment, with a market share of 30 %. The market share in life and pension assurance is 10 % and 3.0 % in banking. Länsförsäkringar also includes Agria Djurförsäkring (animal insurance). Länsförsäkringar manages assets of SEK 173 billion.

Projects:

Ongoing development of eLearning units for different applications

Users: 5,500

Modules:

demo mode, simulations

Simulation based training at Länsförsäkringar

The Challenge

Länsförsäkringar has twenty four independent regional insurance companies and with the jointly owned Länsförsäkringar AB, Länsförsäkringar is Sweden's only customer-owned and locally based banking and insurance group.

In order to support all local offices with the necessary IT infrastructure as well as insurance and banking software solutions, Länsförsäkringar has set up an IT Centre in Stockholm. Currently, 270 experts provide services to over 5,500 employees. These experts ensure technical devices are in place and employees are proficient in the different applications.

The challenge for Länsförsäkringar was finding a solution to train their staff when introducing new releases, and to continuously improve the support for all users of their applications. The solution needed to be easy to manage, efficient and cost effective.

The Solution

It proved almost impossible to get all 5,500 employees from the twenty four local offices and Länsförsäkringar AB come together on a regular basis. Länsförsäkringar therefore decided to go with proven eLearning methods. While class room training is still offered for key users, most consultants and employees today use the simulation based training.

One immediate noticeable benefit from this was significantly reduced travel expenses between the IT Centre in Stockholm and the local offices.

Training, simulations and tests are developed in-house by Länsförsäkringar's IT experts in Stockholm and uploaded on their webserver easily and quickly, thereby also ensuring a reduced impact on the environment.

The IT Centre, where Claes Mjörnheim is working, is responsible for more than 5,500 computers used by employees and consultants in their daily work. On all standard PCs the same software is installed and all programmes are tested and certified before being used by the consultants in their daily work.



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The focal point for all customer communications is the application EttKund, a CRM system based on Siebel software. With the help of EttKund it is possible for over 2000 employees, working with sales, to get all information on insurance and banking engagements for a customer on a single view.

The Result

The simulations for user training are simply installed on a web server and are available online on the intranet of Länsförsäkringar. The simulations are constantly used supporting EttKund users and other programmes, such as pension or life insurance calculation or finance software.

Claes Mjörnheim, responsible for e-learning at IT Centre, states: "all employees working with EttKund and consultants use the software demonstrations to get to know a new application or find out about changes after introducing a new release. Developing the simulations with the datango software is very easy and does not require any specific knowledge. During the last 10 years we have been very satisfied with the tool and especially with the very quick and efficient support of the datango staff."

The Future

With the expansion of the Länsförsäkringar activities outside Norway there is a new requirement for multi-lingual support and concurrent use with the CRM software "EttKund".

To cope with the challenges of the expansion outside Sweden, Länsförsäkringar will introduce the components from datango for navigation and automatic re-recording to new languages for efficient roll out in new target markets. With the introduction of the modes navigation and re-recording Länsförsäkringar will protect the investment with the system "EttKund" and improve the ROI.



datango AG

datango AG was founded in Berlin in 1999 and boasts subsidiaries also in a number of European countries and in the United States.

As one of the leading providers of Electronic Performance Support Systems (EPSS), it offers companies complete software solutions for the entire lifecycle of an application - from project design and initial implementation to user support.

The datango AG has developed a live navigation support, that provides optimal just-in-time learning for the end user.

datango AG's clients include Bosch, Bayer Schering Pharma, e.on and SPAR.

Quickest way to contact datango:

datango AG | Schönhauser Allee 10-11 | 10119 Berlin | Germany | Phone: +49.30.443 55 0 | Fax: +49.30.443 55 222
datango AS | P.O.Box 891 Sentrum | N-0158 Oslo | Nedre Vollgate 8 | Norway | Phone: +47.22.340300 | Fax: +47.22.340301

For other locations and contacts visit our homepage: www.datango.com | Email: info@datango.com