



Business-friendly Solutions

## BUSINESS CHALLENGE

ITC Infotech is a specialized, global full service technology solutions provider, led by Business and Technology Consulting. The company is focused on creating value through the Domain, Data, Digital, Design and Differentiated Delivery for supply chain and services industries. The company has offices across 18 countries, with 10 global development centers and client engagements in 35 countries.

ITC Infotech wanted to provide opportunities for its employees, particularly those working onsite, to develop their potential. However, how to offer such opportunities presented a challenge as a result of the diverse demographic of its workforce. To appeal to all learners, ITC Infotech decided to adopt blended learning, a mix of eLearning and traditional classroom setting, to create a lasting and satisfying learning experience for all.

“ For us at ITC Infotech, it has been a fantastic journey with Skillsoft. Leveraging the diverse content available from Skillsoft, we have created newer learning approaches in partnership to free our learners from shackles of classrooms, providing a faster and richer learning experience.”

**Sanjay Kumar, VP - Capability Building and Knowledge Management at ITC Infotech**

## HOW SKILLSOFT® HELPED

With Skillsoft, ITC Infotech designed a program that incorporated the best from the classroom experience with online learning. The company then employed a variety of methods to promote these new learning opportunities.

- Employees were encouraged to focus on selected topics, ranging from technical course sets to behavioral and process based training sets, all of which were advertised using the intranet, desktop wallpapers and posters across work-areas.
- Guidance was provided to employees to spend regular time on eLearning (1-2 hours per week) instead of single shot completion of learning plans, in order to inculcate a 'Habit of learning'.

To boost employee engagement, a gate mechanism was introduced whereby e-Learning courses had to be completed before the commencement of classroom sessions.

Behavioral skills trainings included role-play and discussions aimed at reinforcing concepts introduced online. For higher end skills, an extended hybrid model was created.

## ABOUT ITC INFOTECH

ITC Infotech is a specialized global scale full service provider of Domain, Data, Design and Digital technology solutions, led by a strong business and technology consulting focus. The company caters to enterprises in Supply Chain based industries (CPG, Retail, Manufacturing, Hi-Tech) and Services (Banking, Financial Services and Insurance, Airline, Hospitality) through a combination of traditional and newer business models, as a long-term sustainable partner. ITC Infotech is a fully owned subsidiary of ITC Ltd, one of India's foremost private sector companies. With a market capitalization of over US\$ 42 billion and turnover of US\$ 8 billion, ITC Limited is acknowledged as one of India's most valuable business corporations. It has been ranked as India's most admired company by a survey conducted by Fortune India, in association with Hay Group.

## KEY METRICS

**Self-driven learning, increased across the organization**

**Course completions increased exponentially**

**Less than 2 years after adoption of eLearning, 20% of learning hours are contributed through Digital Learning modes**

