

### Belfius's Market Leadership

Brussels-based Belfius is the only integrated bank and insurance company that focuses 100% on local customers. The financial institution employs 7,000 people from 23 nations and has more than 3 million customers. In addition to having a broad base of individual clients, the company also is a leading partner to major Belgian corporations and the public sector. With its concise and easy-to-digest business summaries, getAbstract has offered crucial support to Belfius's training program.



### A Fast-Changing Industry

At Belfius Bank, managers and employees must keep pace with a fast-changing sector that faces new technologies, regulatory reform and economic uncertainty. Cost saving measures put pressure on workers to do the same quality work but with fewer colleagues.

“Because the financial sector is changing at a breathtaking speed, people working at Belfius must learn and develop themselves at (at least) the same speed,” says Wim Annerel, program manager HRM – Talent, Leadership & Change at Belfius.

To prepare its employees for these challenges, Belfius uses an ambitious training program. The Learning@Belfius team provides learning solutions for the technical and commercial development

of the sales force in the Belfius branches. The Talent, Leadership & Change team focuses on projects covering such topics as leadership, careers and change. Belfius offers learning and development solutions in soft skills such as communication, people management, efficiency, well-being, career and coping with stress.

“For successful learning, employees need specific goals, the right tools, available mentors, as well as effective social networks and systems,” Annerel says.

Before working with getAbstract, Belfius lacked any informal learning resource. Now the company uses getAbstract summaries aligned to specific, relevant topics. The time employees spend on reading summaries is part of the yearly training that each professional completes.

### Launching getAbstract

Belfius has been using getAbstract since 2013. To launch getAbstract, the company distributed leaflets and ran slide shows in the company cafeteria to market the new offering. Belfius told employees that it was going to give out only a limited number of getAbstract licenses. To obtain a license, Belfius employees had to send an email to the learning and development team describing their interest in using getAbstract. The company designed its approach to draw in the most-motivated learners.

The launch turned out to be a rousing success. To gauge enthusiasm, Annerel limited each user's license to a three-month period. At the end of the quarter, he asked employees if they wanted to extend their getAbstract license. The large majority

### Achieved Results:

- Supported Belfius's focus on flexible learning.
- Helped Belfius deepen employees' knowledge of technical matters and soft skills.
- Provided “warm-up” reading for employees before training sessions.
- Attracted more than 1000 regular getAbstract users from all areas of the business.
- User comment: “I want to use getAbstract because I am eager to learn, and I want to learn during the commute to and from work!”

# CASE STUDY: Belfius

Banque & Assurances

was enthusiastic about continuing, and they told their colleagues about the value of this training tool.

The business summaries quickly proved popular and useful, and Belfius expanded the offering to all employees.

Many employees said they wanted to stay current on such topics as finance, IT, sales and strategy. However, they also said they lacked the time to read all the relevant books on those subjects.

“Business summaries are the perfect solution for them,” Annerel says.

## A Successful Launch

In 2015, Belfius expanded access to getAbstract to all its employees.

“Because we got such good feedback, we had a good business case to mobilize the necessary resources to roll out getAbstract to all employees in the Belfius group,” Annerel says. “The project initially started at the bank, but thanks to the engagement and support from Belfius Insurance, we were able to offer it to everyone in the Belfius group.”

## Learning On the Go

As it seeks to modernize its employee education, Belfius has urged its staff members to embrace a flexible approach to learning. Nearly 80% of the employees at Belfius headquarters commute by public transport, and downtime on the train presents a perfect opportunity to read a summary. This underscores the flexible nature of getAbstract’s content. Belfius has found that an employee needs an average of 10 minutes to read a business summary.

“Learning is not reserved for those one or two or three days that you are sitting in a training room,” Annerel says. “With getAbstract you can learn every day.”

## “Just-In-Time Learning”

The ability to learn while commuting is just one advantage. getAbstract’s library of business summaries also lets employees quickly research a topic.

“getAbstract supports just-in-time learning,” Annerel

says. “When you want to know more on blockchain, for instance, simply type that keyword into the search field, click search and you’ll immediately have several business summaries at your disposal.”

## Integrating getAbstract

The getAbstract learning consultant assigned to Belfius helped the company develop a page on its getAbstract portal with summaries linked to specific leadership roles. This approach helps implement Belfius’s leadership model and enhance the use of getAbstract.

Belfius also uses getAbstract to “warm up” students before classroom-based training sessions. In 2016, Belfius organized a summer school that consisted of a variety of two-hour discussions on specific topics, such as coaching, creativity or email management. Trainers asked participants to read a getAbstract summary on the subject before the session. The extra bit of homework meant students arrived with a baseline of information that increased the depth of the classroom discussion.

After training sessions or workshops, Belfius sends an email to participants with information on how to register for getAbstract and a link to relevant summaries so that they can develop their knowledge on the subject.

Now getAbstract is fully integrated into Belfius’s learning culture. Typing “getAbstract” or “book summaries” in the keyword search of the company’s intranet leads employees to a page that describes getAbstract and provides a link to the registration page.

Annerel also created a hugely popular getAbstract user group on Yammer, the enterprise social network, where he posts statistical highlights and updates. Belfius employees like to share reading recommendations on Yammer.

“I get a lot of support from my getAbstract learning consultant,” Annerel says. “We exchange ideas and best practices on how to boost getAbstract use. He adapts the getAbstract portal to our needs, supports us in strategic initiatives by sending customized info emails to the user base.”



Wim Annerel

**“The biggest benefit of getAbstract lies in just-in-time and on-the-go learning. The acquired knowledge helps Belfius employees stay up-to-date in their work and foster their personal development.”**

— Wim Annerel, program manager HRM - Talent, Leadership & Change