

# CASE STUDY: Credit Suisse



## Business School Adds to Its Already Winning Formula

The Business School run by Credit Suisse trains future leaders of the banking sector. Its student body consists of professionals who strive to hone their skills in leadership and finance know-how. When it was time to take training to a new level, Credit Suisse executives turned to getAbstract to drive productivity and to help put its employees on the inside track.



**“getAbstract is now an integral part of our training program. The summaries represent key preparation material, and also provide valuable additional information on the topics discussed. Our employees really appreciate the ability to get to grips with a theme in a short period of time.”**

Martin Raske, e-Learning Solutions, Credit Suisse

### Case History

Credit Suisse aims to become the world's premier bank. In 2004 it opened its business school to promote superior business results and foster life-long learning for the entire workforce. The school's motto is “Running training like a business,” and it boasts locations in Zurich, Singapore and Hong Kong.

During 2005, the school imparted 3,469 courses, involving a whopping 45,137 participants. In the same year, it gained certification from the European Foundation for Management Development, an international forum on best practice in

growing and training managers. Credit Suisse was the first bank worldwide to receive this honor, thus underlining the quality of its educational design and operations.

### The Next Step

After such a successful start, Credit Suisse executives mulled over what else they could offer their employees. How could the bank add to its world-class learning facilities and further equip its people to lay the path to becoming the number one financial institution in the world? The answer was getAbstract's summary service. As Credit Suisse was one of getAbstract's

first customers, it had grown to value the short and savvy summaries which meet the knowledge needs of its professionals worldwide. It decided to build on this relationship and extend the benefits to the employees it trains in its business school.

### The getAbstract Solution

getAbstract provides Credit Suisse employees with precise, dependable and, above all, conveniently condensed business book summaries. Much is expected of the Credit Suisse professionals, and they must achieve this in limited time. Top management designed the business school's program with one goal in mind –

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quick and reliable results. The getAbstract solution makes great strides toward this target. It allows the employees to increase their productivity and also puts them on the inside track of the business world.

## From Banking Beginner to Business Buff

getAbstract's summaries serve both as preparation material for upcoming topics, and as a means of gaining deeper understanding after the lesson. The beauty of the getAbstract service lies in its range: With thousands of top business book summaries in English and German there is an array of knowledge available to all: from the beginner who needs a solid introduction to the expert who is looking for fresh opinions from the best and most reputable authors around.

## Have it Your Way

getAbstract summaries are available in several different formats: You can read them on your handheld gadget, print them out and take them with you, or load a file onto your MP3 player and educate yourself on the move.

For those even more pressed for time, getAbstract presents each book's 10 key points on the front page of each five-page summary. It's also easy to evaluate the books with one glance: Our experienced editors provide a rating from from 1 to 10 according to importance, applicability, innovation and style. Each book receives an overall score, too.

## Competency

getAbstract supplied the business school with a competency portal, which matches the most relevant books to Credit Suisse's corporate training topics. Being able to direct the students to the related titles is a huge advantage and supports the entire learning process. The competency tool also allows the school to adapt their focus as often as they wish, and with a pool of thousands of English and German summaries, it is never stuck for choice. This service has been a huge success, and greatly sharpens the impact and quality of the training.

## Why getAbstract Is a Long-Term Asset for Credit Suisse

getAbstract has the quality that Credit Suisse professionals demand, as well as the following criteria:

- **Constant updates** – getAbstract adds new book summaries throughout the working week. The content is fresh all the time and it cuts right to the heart of the information that Credit Suisse's busy people need.
- **Freedom of format** – Executives can download summaries instantly to their handheld devices, read them as PDF files on screen or print them out to read while on the move. Many titles exist in MP3 format, too.
- **Time-saving** – The future leaders of Credit Suisse must use their time efficiently. Its people love the getAbstract format: 10 main points, overall review, summary, key quotes and – in five pages and 10 minutes – the whole picture.
- **Tailor-made** – getAbstract provides made-to-measure content – not to mention the attractive format, superior editorial quality and comprehensive choice. Each week, employees receive a summary chosen in accord with their subject preferences, and Credit Suisse employees have access to all English and German titles.
- **Flexible** – getAbstract can adapt to many forms of corporate education – from blended learning to internal training sessions. Our vast collection caters for the business beginner all the way up to the expert.
- **Navigable** – getAbstract developed its website with ease of use in mind. Highlights include a “Coming Soon” section and a “My favorites” function. With even the shortest key word, our comprehensive search function can locate a wealth of business literature.

**“The library is an excellent resource for obtaining an overview of important topics. getAbstract summaries allow employees to quickly grasp the key concepts of a book. Furthermore, the different formats are an excellent way of accommodating their individual learning preferences.”**

Martin Raske, e-Learning Solutions

