

CASE STUDY:



moving money for better

getAbstract Supports Measurable Increase in Sales

Employees participating in a Western Union University Sales Excellence workshop, with getAbstract book summaries supporting the program's content, personally attributed \$16.5 million of their post-workshop sales increases to lessons learned in the program.



New Skills Lead to Increased Sales

Investing in leadership development pays, and Ranu Gupta, Director of Talent Management for Western Union University, the financial services company's in-house leadership training and development program, believes he has the numbers to prove it.

Surveying employees who had participated in one of the company's Sales Excellence workshops, he asked whether they had recorded above average sales post-workshop and what share of any increase they attributed to skills learned in the program.

"The response I got back was \$8.5 million

of realized revenue increase attributed directly to skills from the workshop and another \$8 million in the pipeline," says Gupta. "That total return of \$16.5 million was well in excess of 20 times what we put into this program. And getAbstract was a key part of that sustainment strategy."

The Sales Excellence program trains Western Union employees on the art, best practices and technology of successful selling. Monthly chats with experts and coaches help to reinforce the lessons learned. So does the Sales Excellence Academy that provides access to learning assets, including getAbstract book summaries, with content aligned to different topics covered in the workshop.

Aligning Content with Corporate Objectives

Says Joshua Craver, VP of Talent Management, "getAbstract is aligned to our real time learning and development strategy. Employees enjoy self-selecting relevant and useful content from a diverse range of topics from thought leaders."

Sales excellence is just one of several themes — others being transformation and change management, customer centricity, business acumen, operations, technologies and compliance — that are the current focus of Western Union University's classroom and e-learning offerings that support more than 9,000 company employees across 50

Achieved Results

- \$16.5 million increase in sales above average for participants in one training program

utilizing getAbstract summaries, among other resources.

- More than 20-times return on investment.

- Contribution to culture of ongoing learning.

- Broad adoption and sharing of getAbstract content.

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Western Union locations worldwide. “We have been working with our getAbstract Sales Representative and Learning Consultant to align getAbstract content with these major themes that are our business school’s top priorities and critical to our organization’s success.”

Gupta is also incorporating getAbstract content, and the ease of sharing it, into other Western Union University programs. In the Take Ten program, for example, the company sends emails to employees asking them to dedicate ten minutes of their time every weekend to their development and growth and providing links to getAbstract summaries suggested as providing a great use of that time.

“We’re pushing content and saying ‘take ten minutes of your time, read this book summary, reflect on it, and ask these questions of yourself.’ Or a manager might say let’s read the book summary together as part of our Take Ten and talk about it in a staff meeting.”

Western Union University is also leveraging getAbstract to promote on-the-go learning. The company is encouraging employees to make productive use of commuting and travel downtime by listening to downloaded audio book summaries while driving or to read summaries on iPads while at the airport.

“getAbstract is aligned to our real time learning and development strategy. Employees enjoy self-selecting relevant and useful content from a diverse range of topics from thought leaders.” -Joshua Craver, VP of Talent Management at Western Union

Ease of Use Encourages Adoption

Success of these efforts, of course, depends on employees actually accessing and using the getAbstract content. getAbstract offers easy access, which Gupta says helps to overcome the challenge of getting a workforce to adopt new tools.

A single sign-on system lets Western Union employees access getAbstract summaries without having to log into getAbstract or even a create an account. Clicking on links in emails they receive from the company or that are posted on the Western Union University home page takes them straight

to the content being promoted. If they haven’t already created an account, that’s taken care of automatically the first time they log in.

“They get directly to a book summary without having to go through multiple clicks,” Gupta says. “And that definitely impacts adoption, because in my experience every additional click that people have to make kills adoption by 10 or 15 percent.”

Once in, employees also find reading lists set up on getAbstract which are aligned to areas of interest in training and development.

Promoting Employee Satisfaction

“Our business model is evolving day in and day out. So change is a big part of our everyday life right now,” says Gupta. “And an important aspect of change is having your ear to the ground, being in tune with what’s happening in the world around us, and changing and then adapting accordingly.”

With the help of getAbstract, Western Union University is helping the 163-year-old financial services company and its employees grow and prosper in the face of constant change. And in light of that result, Gupta sees increased employee satisfaction as one more benefit that getAbstract brings to Western Union.



Ranu Gupta