



# Building a Culture of Learning and Development

How Engage2Excel partnered with the SocialTalent e-learning platform to give their recruiters an opportunity to upskill, ramp-up faster, provide more quality results, and decrease turnover.

Engage<sup>2</sup>Excel™

socialtalent 

Company name: **Engage2Excel**

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Industry: **Business services**

Employee size: **600+**

## Key insights:



**96%**

of licenses  
activated



**72%**

monthly  
active logins

(industry average – 45%)



**300%**

increase in  
scheduled recruiter  
interviews



NPS score of 96



Faster  
ramp-up times



Improved  
retention



**10 hours and 40 minutes**

average time spent by each  
learner on the platform

# Challenge

**Engage2Excel wanted to expand their L&D opportunities for recruiters, allowing them to hone their skills, increase engagement, and ramp up new employees faster.**

Engage2Excel is a leading recruitment and employee engagement and recognition services provider. Centering on the 'pre-hire to retire' talent lifecycle, the company is keenly aware of the elements that can create and sustain a great workforce. So, when it was discovered through one of their own engagement surveys that employees wanted more L&D opportunities, Engage2Excel reacted immediately.

Specifically, staff asked how they could develop as recruiters. But given the scope and ever-changing nature of the field, the company knew it would be a tall order to establish a robust learning program themselves. So, the decision was made to look for an external vendor.

Engage2Excel recognized how dedicated learning and development could be a huge game-changer for their business, but they wanted to ensure that they could track and have full oversight on the impact the L&D was having.

**They set out a list of goals:**

1. Create a training program that will bolster fledgling recruiters and open a new talent pool to support their growing portfolio of clients.
2. Give growth opportunities to the existing team to further hone their skills, increase engagement, and decrease turnover.
3. Ramp-up new employees faster and provide a baseline of knowledge consistency amongst the workforce.
4. Upskill existing talent to be more productive, give a better experience, and provide quality results.

Engage2Excel needed a learning provider who had up-to-date training, an engaging process of delivery, and an ability to garner insights on how learners were progressing. Enter, SocialTalent!







**“Engage2Excel is exemplary when it comes to their dedication.** Everyone in the process understands the role they play to make the adoption of SocialTalent a success. Learning and development has become of core importance, and this is primarily down to the team’s hard work.”



**Isabel White**

*Senior Customer  
Success Manager*

**SocialTalent**

# Approach

**A dedicated, top-down approach to the launch of SocialTalent gave employees permission to make time for learning and establish a culture of L&D.**

After looking at many other e-learning platforms, SocialTalent was quickly earmarked as the best choice for the business. Speaking with **Lori Witt, the VP of Recruitment Solutions**, she told us that:

**“SocialTalent was made for us, for our industry. The world-class content and bite-sized learning structure allows us to fit L&D into our busy lives.”**

Supported by even the most senior leaders in the company, both Engage2Excel and SocialTalent got down to brass-tacks in terms of establishing and rolling-out the training.

The first port of call was to build excitement around the launch. Their aim was to **create a culture of learning** and embed the message that this was something the company wanted each and every one of its employees to do. So, **thirty minutes** was carved out every week to give employees time to develop and learn. The organization found this approach most effective – people often find it difficult to break away from work to invest in themselves, but by **giving employees the permission** to do so during the business day, it truly helped to drive adoption. The establishment of **monthly meetings** then gave everyone an opportunity to discuss and engage with what they had learned and how they were applying it.

While different learning paths were prescribed based on level or role, Engage2Excel also wanted their people to have some autonomy to select their training. So, when particular missions have been completed, users then get the opportunity to choose some learning that they personally want to explore.

Coupled with this structured approach, SocialTalent training is also one of the metrics used for bonus eligible staff. L&D has formed a cornerstone in Engage2Excel's culture, and the impact has been astronomical.





**"SocialTalent has been an extremely collaborative and responsive partner. They have a strong pulse on the ever changing market dynamics and do an excellent job adding relevant content in a timely fashion. Our delivery team has been elevated by their SocialTalent learnings, which has allowed us to ensure they are poised to provide the best service and stakeholder experience."**



**Andrea Shepherd**

*Senior Vice President*

**Engage<sup>2</sup>Excel™**



# Business Impact

**Feedback from learners has been incredible, adoption of the platform is high, and practical performance impacts can already be seen.**

Users have immediately taken to SocialTalent training, with **96% of licenses already activated** and each individual learner clocking, on average, **10 hours and 40 minutes** on the platform. **Monthly active logins sit at an incredible 72%** – with the industry average being 45%.

Feedback has also been overwhelmingly positive. An **NPS score of 96** highlights how engaged users are, as they state that “SocialTalent has very practical information and great tips,” while another learner complemented the training by praising how relevant it was and provided a great opportunity for growth.

As a result of the SocialTalent training, Engage2Excel has seen immediate business impact in recruiter performance. One recruiter noted that because of the learning she had recently completed around candidate response, she was able to **increase her scheduled recruiter interviews by 300%**. Dedicated learning has also been included in the onboarding process and has seen **faster ramp-up** times for new recruiters, while **retention rates have also increased**.

SocialTalent learning has become a hugely beneficial component for employees at Engage2Excel. Our partnership has seen tangible results for the business and has opened up a new avenue of development for Engage2Excel employees. And as we look to the future, this is only set to expand. With aims of expanding their **Recruiter Academy** to train individuals from scratch using the SocialTalent e-learning platform, Engage2Excel is dedicated to creating a learning environment that not only helps existing talent to grow, but also enables the business to create their own.

**300%**

increase in  
scheduled recruiter  
interviews

**96%**

of licenses already  
activated

**96**

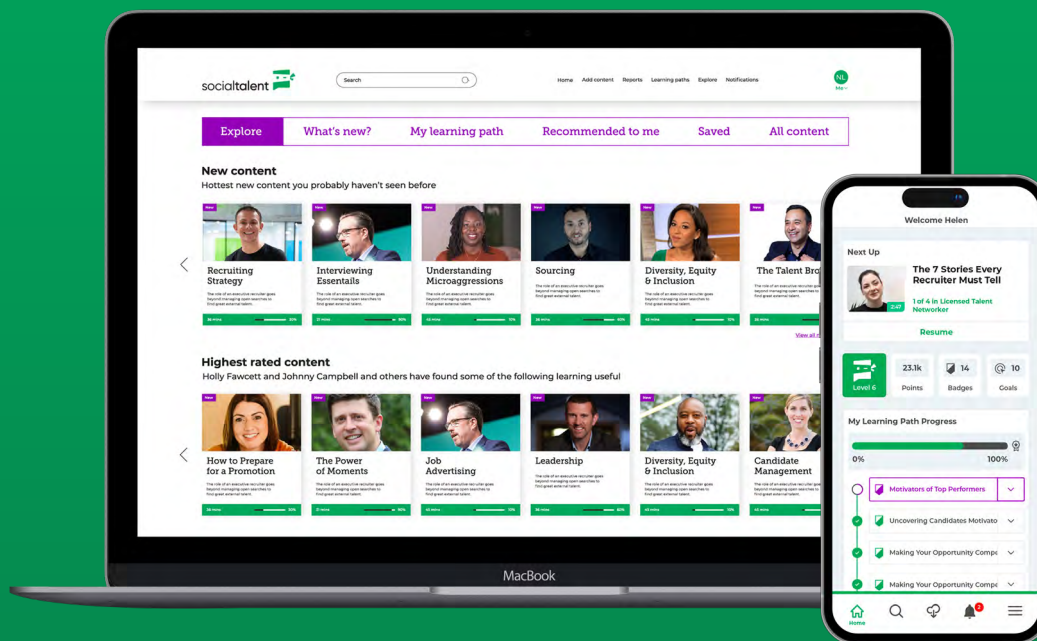
NPS score

# About Engage2Excel

Engage2Excel is a leading career experience company providing recruitment, onboarding, employee recognition, manager development and employee survey solutions designed to help clients find and keep their talent. Their innovative platform helps solve the critical challenges found in today's workforce and is focused on elevating the candidate and employee experiences, driving engagement and improving retention.

# About SocialTalent

SocialTalent is the world's leading e-learning platform dedicated to hiring and talent management. Our goal is simple – we give teams the skills and knowledge needed to attract, find, hire, engage, and retain great talent. Learn from our leading industry experts on our intuitive platform that can be easily tailored to your specific needs. SocialTalent is the solution for driving excellence in hiring and talent management.



For more details about how we can help your organization achieve hiring excellence, and build diverse, innovative, engaged, and high-performing teams, please contact [sales@socialtalent.com](mailto:sales@socialtalent.com) or visit [www.socialtalent.com](http://www.socialtalent.com)

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