



Employee engagement and enablement on a global scale

Pontoon Solutions, a market leading talent solutions provider, partnered with SocialTalent to build a comprehensive e-learning program designed to deliver a high-performance culture and exceptional colleague and customer experience.

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socialtalent 
The hiring skills platform

Challenge

Cater for a dispersed colleague base, accelerate learning curiosity and build an adaptable workforce

With over 1700 employees based in 33 countries, Pontoon is a truly global business. When it came to enhancing the existing learning and development program, Pontoon were looking for a solution that would cater for a dispersed colleague base, accelerate learning curiosity and build an adaptable workforce equipped to deliver in a rapidly changing market.

Pontoon and SocialTalent have enjoyed a long and successful partnership over the years – SocialTalent’s e-learning platform has helped the organization take a standardized approach to learning and enrich employee development. However, to make full use of its functionality, build momentum and amplify L&D awareness, the company wanted to re-assess and elevate their approach to learning.

“It wasn’t that we didn’t have learning and development. It was there but it was not connected to tangible outcomes for our business, our people or our customers.”

Jenna Dobbins
Global Head of HR

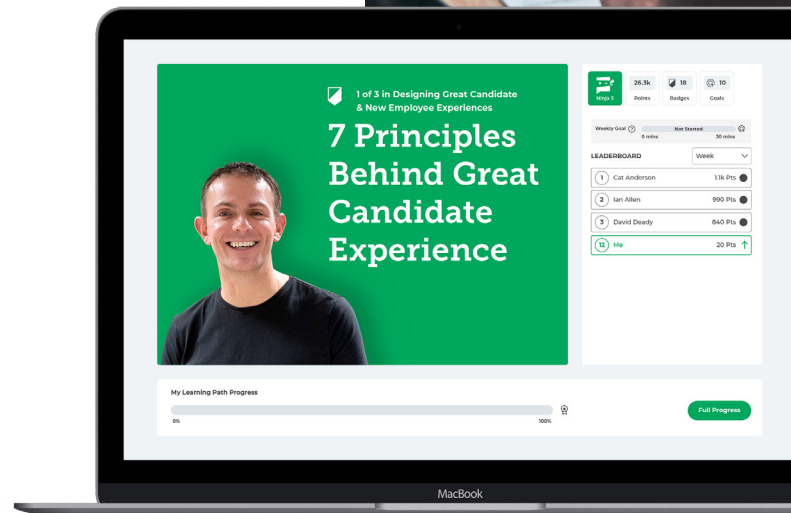
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“We knew that the program we selected needed to be best in class if it was going to be a game changer for our current and future employees and customers.”

Christoph Niebel

President

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Approach

Amping up awareness

When Jenna Dobbins took over as Head of HR in July 2020, she knew that there was low awareness across the business of the SocialTalent platform, and many of the other training and development programs already in place.

Dedicated learning targets and employee recognition

The first port of call centered on giving people learning targets. It was agreed that everyone had to hit an annual objective of 52 hours of self-directed learning. To further incentivize completion, this target was tied into the company's bonus plan structure highlighting the commitment.

The HR department also launched Quarterly Engagement Statements to score and track learning and development within Pontoon. The aim of these was to create some cross-accountability for their employees, allowing them to demonstrate how learning opportunities were enabling and empowering them to succeed in their respective roles. Coupled with regular employee recognition through custom emails and completion badges, learning was becoming omnipresent within the company.

SocialTalent's role

The SocialTalent e-learning platform itself was integral in Pontoon's approach to L&D. Learning plans have been created for every core position in the organization, combining both SocialTalent's expert-led missions and Pontoon's own specific training to create engaging, informative, and accessible learning for all employees. This blended approach to learning also makes use of SocialTalent's "Add Any Content" functionality, so additional live sessions, resources or other initiatives run by Pontoon are also housed on SocialTalent, establishing a cohesive learning center.

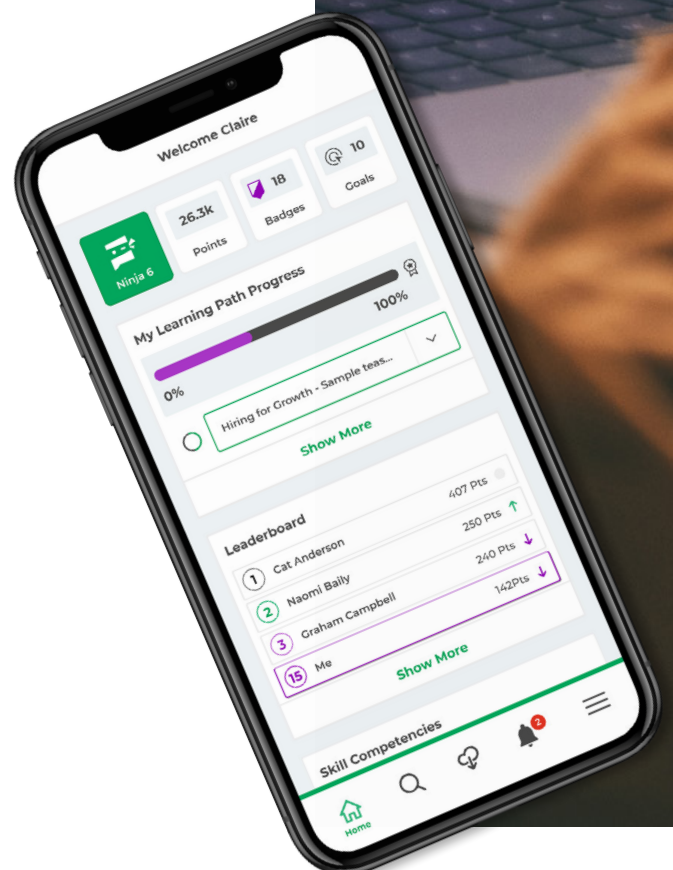
The business is now reviewing the next phase of their L&D transformation and plan to have content from every business unit housed on the SocialTalent platform.

"Encouraging every individual to embrace a growth mindset is a critical part of building teams that are fit for the future of work. We are excited to keep building our future forward program with SocialTalent as our partner."

Jenna Dobbins

Global Head of HR

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Business Impact

This new approach to L&D has had a huge impact on the business. In less than a year, over **57 thousand hours** of learning have already been logged.

“The training has provided me with the tools to become a better person. In turn this makes me a better worker.”

[Program Consultant]

Pontoon customers are also feeling the benefit. In 2021 Pontoon delivered an above target increase in annual customer NPS, a **13.4% reduction in time to fill** and a **77% reduction in time to shortlist**.

By putting learning and development front and center and establishing it as a strategic priority, Pontoon have established a true culture of learning. One that proliferates into the very DNA of the organization and those of the customers they serve, setting Pontoon in a class of global excellence.



“We are confident in the quality of the talent we can deliver for our customers because of the quality of ours. Our partnership with SocialTalent has allowed us to build what is a truly innovative learning program that is not only a differentiator but has solidified our talent base in a highly turbulent candidate market.”

The background image shows a group of people in a meeting setting. A woman with long dark hair is standing and looking at a whiteboard. A man is sitting at a table, looking towards the whiteboard. There are papers and a laptop on the table.

Christoph Niebel

President

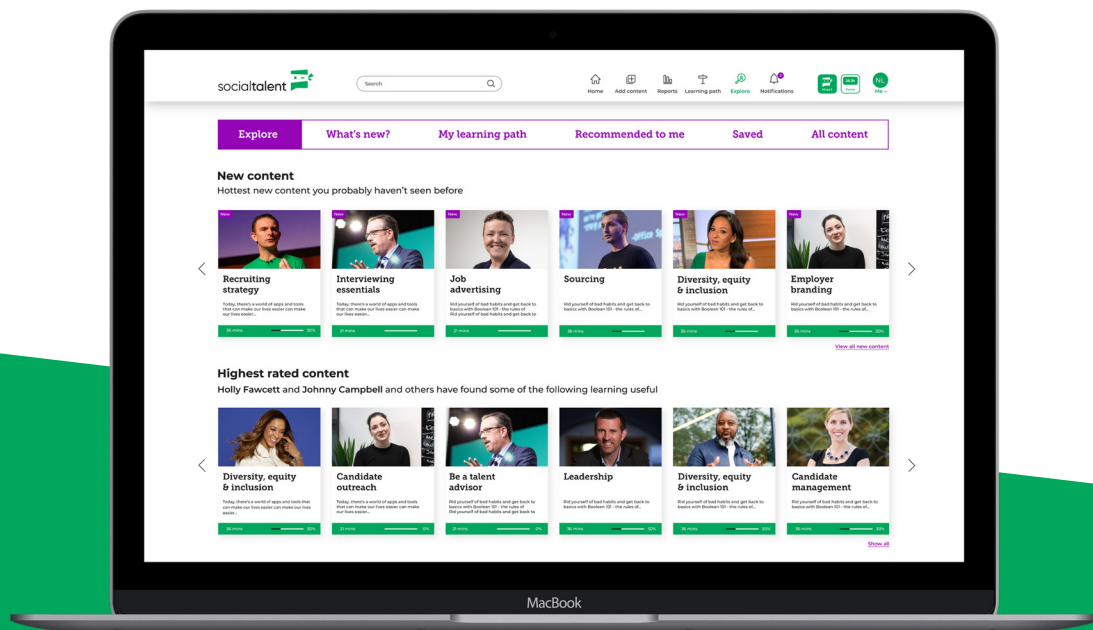
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About Pontoon

Leveraging their global footprint and robust processes, Pontoon Solutions work to develop the right talent solution for businesses to support them in achieving their strategic targets. They help businesses improve their candidate experience and drive talent transformation, so they are ready for tomorrow's working world. Pontoon Solutions manage over \$50 billion of spend with over 100 clients globally, supporting some of the world's leading organisations with bespoke MSP, RXO and Total Talent programs. Their ability to combine creative solutions, innovative tools and technology, new processes and a fresh mindset has made Pontoon a global leader in talent solutions provider.

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 find, hire, onboard and engage great talent. Learn from leading industry experts on an intuitive platform that can be easily tailored to your specific needs. SocialTalent is the solution for hiring excellence.



If you would like to [learn more](#) about how SocialTalent can help you and your organization to develop your skills to find, hire, onboard, engage, develop and retain top talent, contact us today.

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[SocialTalent.com](https://socialtalent.com)

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