

CASE STUDY



“ *Czech Insurance Company perceives its electronic learning system for employees primarily as a competitive advantage that enables the company to consistently maintain a high standard of service quality for its clients.*

In combination with traditional training, it has been possible to implement a highly effective system that can be developed almost without limit in the future. Kontis, as the most significant supplier of e-learning technologies for Czech Insurance Company, has contributed its products and services to deliver a fast and reliable solution.

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Mgr. Jan Drábek, Education Department, Czech Insurance Company

Company Profile

Czech Insurance Company a.s. (Česká pojišťovna a.s.) is a universal insurance provider offering a wide range of life and non-life insurance products at more than 700 branch offices. It has long maintained the strongest position in the Czech market and is also the most financially robust Czech insurance company. Its services are provided to individuals as well as small, medium, and large businesses, with its main objectives being to maintain its status as the leading domestic insurer and to increase profitability.

At the end of 2019, Czech Insurance Company and Generali Insurance merged under the brand Generali Česká pojišťovna, creating the largest insurance company on the Czech market.

Situation and Training Needs

To achieve the goals described in its company profile, Czech Insurance Company has focused strongly on increasing the productivity of its sales network, streamlining internal processes, and improving client services. All of this depends on high-quality work with human resources, which represent one of the company's main assets. Before the implementation of eLearning, Czech Insurance Company already had a sophisticated training solution for employees of all professions, including complete records in a central information system. However, the dynamic insurance market brought such a volume of new products and changes to the existing offering that organizing traditional classroom courses for these changes in real time was not feasible. Therefore, Czech Insurance Company decided to address these issues by adopting e-learning methods.

Pilot E-learning Project

The IT infrastructure, employees' computer literacy, and information systems at Czech Insurance Company were already at a relatively high level before the introduction of e-learning. Therefore, the pilot project could focus exclusively on:

- 1 **defining pilot electronic courses and verifying them,**
- 2 **connecting e-learning systems with other information systems at Czech Insurance Company,**
- 3 **building resources for future e-learning development.**

The project started on January 1, 2001, and was scheduled to run until the end of that year. Fifteen electronic courses with a relatively wide range of content were selected to test the electronic form of training in various areas. Both product courses and courses in skills, language preparation, IT, and onboarding for new employees were developed. The creation of each course required a specific approach, and the Czech Insurance Company project team gained valuable experience in this way. In the tender for the implementation of e-learning, Kontis, s.r.o. was selected as both the technology provider and course developer. Its products (the Tutor2000 management system and the ToolBook II Instructor authoring tool) met all specified criteria. The management system was fully integrated in the pilot project with the SAP R/3 system and other systems, such as the internal regulations database. Kontis, s.r.o. also provided a modular environment based on ToolBook II, which includes a range of pre-prepared objects and graphics for the development of product courses. Employees of Czech Insurance Company who completed training on these products can quickly develop their own courses or modify product courses delivered by Kontis, s.r.o., including source codes. The pilot project involved three employees from Czech Insurance Company, including the project manager, and a team of ten developers, graphic designers, and managers from Kontis. The pilot project was successfully completed, and full operation could begin as early as September 2001.

Full Operation, Results, and the Future

Full operation began with the launch of a course for new employees, which completely replaced the classroom course. Since then, Czech Insurance Company has been monitoring the economics of individual e-learning courses, i.e., costs and savings, number of sessions, number of students, etc. The introduction of e-learning significantly shortened the time required to develop courses and bring them into full operation. Any updates to the information are now made in real time. In cases where a traditional course was completely replaced by an electronic version, there was an almost complete elimination of administration associated with organizing and running the course. All course administration, such as student registration, invitations, and final reports on results, is handled automatically. The most significant financial savings are seen in travel, accommodation, training materials, manuals, etc. The overall time savings are most evident in personnel costs (wage compensation, etc.). The system is now fully functional, and the main focus is on content — that is, the electronic courses themselves. The company is preparing to convert all its products into electronic form. The target group for these courses will be all employees of Czech Insurance Company, especially sales representatives and insurance advisors. At the same time, Czech Insurance Company, in cooperation with Kontis, s.r.o., is continuously expanding the system's capabilities. For example, Kontis's Tester2000

system for large-scale automated testing was developed in cooperation with Czech Insurance Company, where it was first deployed. Additional reporting tools are also being developed. Kontis, s.r.o. provides ongoing services that enable the continuous development and sustainability of the entire project.

Summary

The implementation of e-learning from Kontis brought Czech Insurance Company the following key benefits:

- 1 **Faster training:** The time required to train employees in new products was significantly reduced, enabling quicker adaptation to market changes and new products.
- 2 **Reduced administrative burden:** The digitalization of training led to significant elimination of administration associated with organizing and running courses, making training logistics easier and reducing the need for manual coordination.
- 3 **Financial and time savings:** The implementation of eLearning brought significant cost and time savings, even after accounting for initial investments in the system. The return on investment was positive due to reduced spending on traditional forms of training and more efficient use of employees' working time.
- 4 **Competitive advantage:** Faster training processes and the ability to respond flexibly to market changes gave Czech Insurance Company a competitive edge. The company could thus present itself as an innovator and progressive organization that maintains high service quality and quickly introduces new offerings.
- 5 **Positive image:** The introduction of a modern educational tool strengthened the image of Czech Insurance Company as a progressive leader in the industry, positively impacting the perception of the company among both customers and employees.