



How ČSOB Efficiently Mapped Employee Knowledge Using E-learning from Kontis

Company profile

Ceskoslovenská obchodní banka, a.s. (ČSOB) is a universal bank operating in the Czech Republic. Founded by the state in 1964, it has been majority-owned (and since 2007, solely owned) by Belgian KBC Bank, part of the KBC Group, since 1999. In 2000, ČSOB acquired Investiční a poštovní banka (IPB). Since 2008, the Slovak branch of ČSOB has operated as an independent company. ČSOB provides services to all client segments—from individuals and small and medium-sized enterprises to corporate and institutional clients. In retail banking, it operates under the brands ČSOB and ČSOB Poštovní spořitelna.

Key Result

Within a single month, ČSOB managed to test more than 2,500 employees, accurately identify their educational needs, and lay the foundation for targeted development—all thanks to the iTutor e-learning platform from Kontis.

Initial Situation and Challenge

ČSOB, one of the largest and most trusted banks in the Czech Republic, offers its clients an ever-expanding and dynamic portfolio of products and services. This rapid innovation placed high demands on employee knowledge across the entire organization. Traditional forms of training, however, were not flexible or effective enough to keep up with rapid changes and the large number of staff.

Main Challenge

How to efficiently map the knowledge level of thousands of employees and quickly identify areas needing further development?

The Solution: E-learning with the iTutor Platform

ČSOB decided to implement a modern e-learning solution from Kontis. With the help of the iTutor platform, a comprehensive testing system was created within just one month:

- **A database of 600+ questions** covering key areas of banking
- **Personalized tests** tailored to various job positions

- **Rapid deployment** and the ability to test more than 2,500 employees in a short time

Results and Benefits

- **Immediate Feedback:** Employees and management instantly gained an overview of knowledge levels.
- **Precise Identification of Needs:** Test results clearly indicated which areas should be prioritized in further training.
- **Time and Cost Savings:** Digital testing was fast, efficient, and easily scalable.
- **Foundation for Targeted Development:** The collected data enabled the preparation of personalized educational programs.