



mLearning: Reaching Employees Wherever They Are

Empowering a global insurance workforce with a gamified, mobile-first training and communication platform to drive professional development and peer collaboration.

Overview

We developed native iOS and Android mLearning applications integrated with a SharePoint backend to provide "anytime, anywhere" access to corporate training.

- Achieved a 53% increase in employee participation and a 45% surge in engagement by replacing passive learning with incentivized, gamified content.
- Delivered a 4.9-star rated mobile experience that serves as a unified hub for leadership communication, professional development, and real-time feedback.



Client Profile

Operating with 36 subsidiaries and a workforce exceeding 45,000, this insurance giant is a renowned name in the Indian market. They specialize in diverse general insurance products and rely on constant employee updates to maintain compliance and service excellence in a highly regulated sector.

Overcoming Isolated Learning and Time Constraints

The client's legacy training model was no longer viable for a modern, mobile-dependent workforce:

- **Work Hour Limitations:** In-house training sessions were restricted to company hours, making it difficult for field agents and busy staff to complete modules.
- **Communication Gaps:** Higher management lacked a direct, unified channel to disseminate crucial information across all levels of the organization.
- **Low Engagement:** Underutilized training programs suffered from a lack of motivation, leading to passive professional growth.
- **Operational Silos:** No platform existed to foster social interaction or peer-to-peer learning among employees across different subsidiaries.

QBurst Solution: Gamified mLearning Ecosystem

We designed a mobile-first strategy that bridges the gap between corporate requirements and employee convenience. The native applications act as a portable classroom and social hub, synchronized with the client's existing SharePoint infrastructure for seamless content management.

The technical approach emphasized interactivity and behavioral motivation.

- **Social Integration:** Features like "Leaders' tweet notifications" and interactive image/video galleries bring executive leadership closer to the workforce.
- **Incentivized Learning:** We incorporated a comprehensive Gamification Engine, awarding points and badges for app interactions, which are displayed on a real-time leaderboard.
- **Interactive Content:** Employees can participate in quizzes and polls with live result updates, fostering a competitive yet collaborative environment.
- **Native Performance:** Built on iOS and Android to ensure a seamless UI/UX, as reflected in the high app store ratings.

Key Features and Technical Highlights

- **Gamification Framework:** Badges, points, and leaderboards to drive healthy competition and peer recognition.
- **Rich Media Support:** Seamless viewing and downloading of PDF/Excel resources along with favorite/share/comment functionalities.
- **Push Notification Engine:** Instant alerts for new training articles, policy updates, and corporate announcements.
- **Mobile Analytics:** Advanced tracking of user participation, time spent on the app, and specific engagement metrics for each module.
- **SharePoint Backend:** Utilized as a robust content repository and admin interface for management to push updates without technical assistance.

Impact

- **53% Increase in Participation:** Moving learning to a mobile platform eliminated time constraints, enabling more employees to complete their training.
- **45% Surge in Engagement:** Gamification and social features transformed learning from a chore into an interactive daily habit.
- **Enhanced Communication:** Management can now disseminate information across all 36 subsidiaries instantly, ensuring everyone is aligned with corporate goals.
- **Collaborative Culture:** The platform improved peer relationships through shared results, comments, and collaborative learning challenges.
- **Exceptional User Adoption:** The solution achieved a 4.9-star rating on Google Play, a testament to its intuitive design and value to the end-user.