

Case Study

CYPHER Learning



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- ✓ Review by a Real User
- ✓ Verified by PeerSpot

What is our primary use case?

Since we came from a previous LMS provider, pre-pandemic, primarily the use case was just for compliant courses. Every year, we require employees to take these courses as we are an insurance company.

We're heavily regulated here in the Philippines. We need to comply with certain regulations, and courses like anti-money laundering, data privacy, et cetera. On an annual basis, we have almost ten compliance courses that all of our employees need to complete.

We were not happy with the previous providers, so we started looking and we found this. Pre-pandemic, the plan was really just for compliance courses. Then, the pandemic happened and it was good that we started with CYPHER LEARNING which we actually launched right in April, about a month after the lockdown

here in the Philippines.

The moment that we launched it, we launched it with a few compliance courses. However, the moment that we launched it, my manager told me we now need to start looking at how we'd be able to maximize all of the features to offer self-learning-based courses or virtual classes. That's how we've been using it.

We house all of our training materials in what we call a Campus, and that's something that I have also loved. We're able to create our own brand. It's where we upload all of our training materials. About two-thirds of the population of the organization is composed of salespeople deployed all over the Philippines. If they need to review products or policies or anything like that, we just tell them, "Oh, it's all on Campus. Go and check it out."



How has it helped my organization?

The effect on our service delivery is good. Primarily we service the sales team. They would come knocking on our doors, asking for training, and lately, especially last year when we've put several courses that are not necessarily compliance courses into the platform, we've been getting fewer and fewer requests for training. Initially, we thought that they didn't need us anymore, and when we checked with the head of sales, we got a report that before they actually ask us, they were advised to go and check Campus first. If it's there, they don't need to bother the training team.

What is most valuable?

There are several things that I like about the product. Although this is not something that is held by the learner, from an administration perspective, the fact that you can brand it all to your liking and the fact that people actually do not know that it's provided by a different company, is important. They thought that it was developed internally due to the fact that it would also have our color schemes, the fonts, and the logo. Our URL would not have CYPHER LEARNING in the address.

We also like the groups. People are able to be assigned to a group, whether it be a learning group or an interest group, and they can just get in there and have an open discussion freely.

Something that we also started using, but have yet to fully leverage is gamification. We really want to maximize it in our organization. We divide all of our employees into four distinct groups. These are engagement groups. We wanted them to somehow have a way to collaborate, and compete. At the end of the year, we can assign points or badges to them, and then they can get as many badges as they can. At the end of the year, they can win something for the entire team.

Although it's not directly through the portal, on a weekly basis, especially if there are active compliance courses, I'm required by the executive committee to submit a weekly report that shows who has not accessed the portal. When I do that, I can send an email to those that haven't and follow up with them.

The reports are also something that's very helpful from an administrative perspective.

It's very important that we follow up with those who haven't accessed the correct courses or the portal in general as it's a regulatory requirement. We need to chase people to have them complete what they need to do in a certain period of time. It's primarily from a compliance perspective that we're doing on a weekly basis. It's something increasing with traffic so that people are able to learn by themselves using the portal. That's something that will be prioritized by the incoming learning management. During the pandemic, that's what we wanted to promote, that we don't want them to come to us. The course that they're looking



for is actually already available on the platform. Initially, we only focused on sales capabilities, including training them on products and on how to sell products. However, starting last year, we also migrated all of our leadership development and people development courses. That's something for the sales training team, as well as for HR corporate training. That's also where we saw some improvements as far as where traffic is concerned.

In terms of efficiencies directly impacting operations, it's not so much of an effect due to the portal being used primarily for skill-building, whether it's sales or leadership skills-building.

We do have a solutions competency feature. That's actually part of my KPI this year and next week I have a meeting with HR to see how we'd be able to maximize the mastery feature and link the competencies with the mastery to each of the courses. That is something that will be done this year.

The solution allows us to enable monitoring and check students in a very efficient way. I don't experience any trouble generating reports. After I've downloaded the raw file, it takes me about an hour to fix it for the purpose of submitting it to the executive committee.

It helped reduce our administrative costs in delivering training materials. Without the LMS, without Campus, people would ask for our training materials, which we're really not comfortable sharing. However, we don't have a choice as we don't have a place where we put these materials. We now have Campus. It's

neatly organized. They can always just go back to Campus and review the things that they've seen.

When looking at the time and costs associated with delivering the training material, we've seen some savings. However, I really can't put a value on that. What we're doing now is training through MS Teams. It's coupled with Campus since that's what we use for blended learning. We no longer have to travel. All of our salespeople are scattered all over the Philippines. Before the pandemic and before the LMS, when we trained people in different cities in the Philippines, we needed to travel there. Now, since we're doing everything virtually through primarily MS teams and Campus, we've saved a lot, although I'm not necessarily sure exactly how much. It's a lot, it's really huge.

At any given time, we had four trainers who would go around the Philippines and we had about 300 salespeople who also needed to travel to the focus city where the training was. We've saved on the travel costs of about 300 people.

What needs improvement?

I do wish that there could be some formatting option so that I don't have to do some manual work in terms of translating the data into, for example, a PowerPoint presentation. However, each company would have its own way of reporting. That's why CYPHER LEARNING settled with Excel, the CSV file.



Although I do know that there is an HTML version for the report. When I looked at it, it was not something that would meet the requirements of the senior leaders. I simply settled for doing manual work. Again, it just takes me about an hour, so that's not really a problem.

Something that was put on the back burner due to the cost was the ability to also access external learning portals, memberships, and subscriptions through CYPHER LEARNING. For example, if you have LinkedIn Learning or Udemy, you can already do that. When I told management about that, they said that's a nice feature, however, we would need to first provide subscriptions to all of the employees so that we would have that connection between Campus, the LMS, and the external learning provider. We haven't really used that, however, if we did, that would have been really great as we don't need to rely on internally produced materials since there is a lot of wealth of resources already out there. For now, we're developing our own materials, due to cost implications.

It wasn't made clear to us how to properly set it up. That's why we ended up with one organization for the entire company. Later on, a year into using Campus, we realized that "organization" can actually represent the different departments inside the company. Right now, I'm coordinating with the tech team on how to smoothly transition to that as there are also reporting and administrative access features. It would be great if the position of the department

head would be able to directly monitor the completion of his teams and his own people. We can only do that if the organization is divided into different departments.

Adding packages would be an improvement. They should offer something like bronze, silver, and different packages, and could already include automatic subscriptions to these external learning platforms as well so that it's just a one-time payment to just one company instead of getting a subscription externally and linking it to CYPHER LEARNING.

There's one thing that I've been trying to see if it is doable. We're looking at individual development plans for each employee, something that would be easy to align with what we want to do. Right now, we have a separate way of doing individual development plans for each employee. What we would really love for Campus to be able to do is help us in that area. If we feel that this person is lacking in an area, there should be an employee development feature on the portal which could be set up as a way for managers to actively manage that on behalf of the employee.

For how long have I used the solution?

I've been using the solution since early 2020, right before the pandemic.



What do I think about the stability of the solution?

The stability is great. We haven't had any downtime. The only issue that we've had so far is not necessarily related to the system or the platform. It's mainly the internet connection. The internet connection here in the Philippines is rather unstable. When people do complain about them not being able to continue with the course, that it's not budging or it's just buffering, we tell them, "I tested the course on my end and if it works, then automatically that means it's the internet problem." So far, the internet connection is the only problem we've had. We've never had any downtimes or any major issues with it.

What do I think about the scalability of the solution?

Our business is expanding. Since the business is expanding, we are potentially growing two or threefold and we're hiring people that are not necessarily employees, they're third-party vendors or partners. Salespeople are also franchisees. Just yesterday I told my manager that maybe we can look into eCommerce to give access to the third-party sellers to access Campus, and also somehow learn in the process so that we can manage the headcount as I think we're only paying for five hundred people as part of our plan. We don't have any plans of extending it to the entire population of about

one thousand who will come in. We're looking into also doing the eCommerce option.

How are customer service and support?

Customer service is really great. When I ask a question, it would not take a day before I get an answer. Sometimes I get an answer about 30 minutes or an hour after I post the question.

My favorite part is that they assist you very well. DPOs are huge here in the Philippines. I came from a customer service environment and I've learned how I would want to be served as a customer. Not only do they answer the question professionally, but they also educate you as to where you can find the information or learn more about the process and anticipate what else you need. Unlike other people who would just answer your question directly and that's it, they really go the extra mile.

How would you rate customer service and support?

Positive

Which solution did I use previously and why did I switch?

We switched from a different platform.

It was cumbersome and not intuitive. Although we could also brand it, we couldn't do so much



with it. It didn't look like it was from the Twenty-first century. CYPHER Learning is very modern-looking, on the other hand. You have the left panel and it's easy to navigate.

How was the initial setup?

The initial setup was straightforward. In fact, part of the package was a learning session. We did go through that, however, it's focused mainly on creating courses, creating reports, involving people, et cetera. We missed that part about the organization being chopped into different departments.

We signed the contract in December 2019, and we immediately started working with the team here in Manila. We launched it in April 2020 and that's only due to the fact that we had to develop the materials for about a month, however, I'd say that in about three months, we would've been already ready if we already had the material. It took us about three months to get used to the entire system.

Which other solutions did I evaluate?

We did look at other options. As a requirement in the organization, we needed to look at at least three options and we need to convince the senior leaders as to why we're recommending CYPHER LEARNING. We were looking at two other providers, however, I'm not privy to the other two as I came on board when the contract

was already signed.

What other advice do I have?

The solution is cloud-based. We access it through the browser, and it is my understanding that it's in the cloud.

I handle a team, and part of that team is one person who is the administrator and the content developer for LMS. Unfortunately, she left last year. Looking into the solutions rule engine was part of something that I told her to do. Therefore, we haven't fully maximized the rules engine. I'm currently hiring an e-learning manager, so that's something that will be on top of her task list.

I'd advise potential users not to be afraid to test out all the features. There are things that we never thought we would be able to do. Things that we were told were there were not exciting for us in the first place, however, the moment I tried to test it out during my free time, I would tell my manager and he would just tell me, "Okay. Go and try it out and see how the learners would react and if they liked it. Let's make it BAU as part of the process." That's why, this year, we're already looking at all these other features. My suggestion is don't be afraid to play around with it, especially the ability to sell the training program.

I'd rate the solution nine out of ten. The only feature missing that I've heard of is not lacking in the LMS. There's a Learning Experience, LXP. By default, the plans that they provide already



include subscriptions to external learning platforms. That means a company does not have to create its own materials. They can trust that learners or employees would be really hungry to learn. Since it's linked to external learning providers, it's easy to provide all the resources to them without even creating your own. The only thing that you need to create in an LXP platform would be compliance courses, which are unique to every company.

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