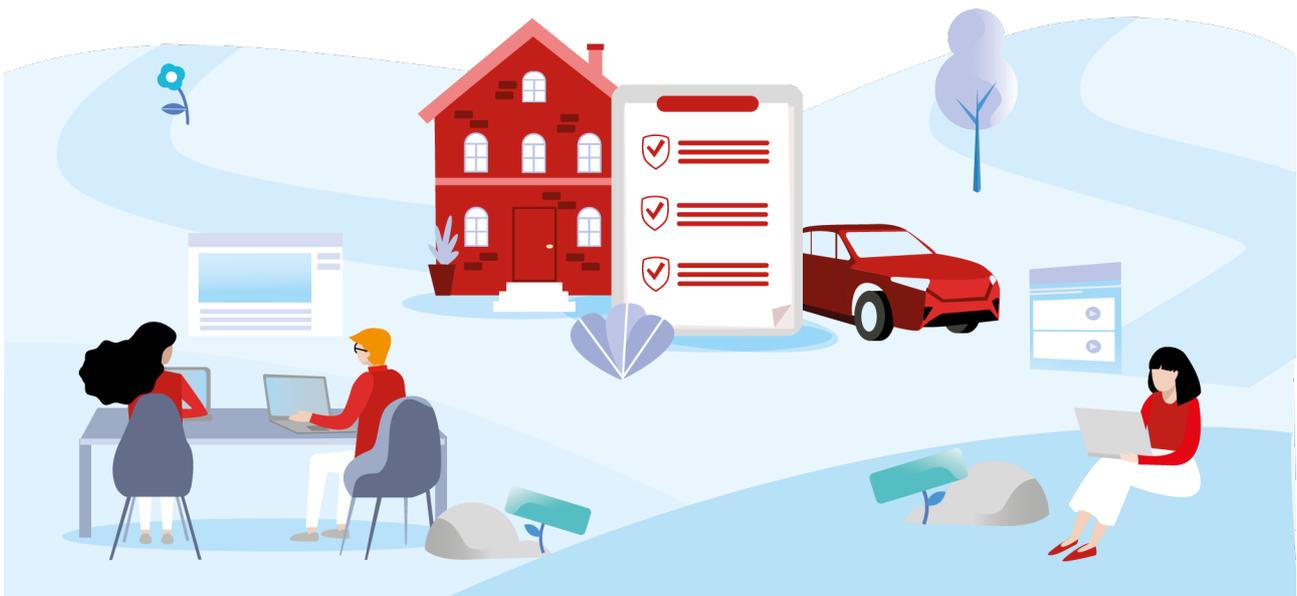


Innovation and customisation: the keywords of the way to learning by Generali Italia

Generali Italia and OfCourseMe: a partnership to extend the horizons of the Group's Learning Platform (GLP)



FOUNDED IN TRIESTE IN 1831 as Generali Insurance Austro-Italiche, a brand later simplified to “Generali” in 1971, the Generali Group grew to become one of the leading European insurance companies, maintaining the international spirit that has been a characterising feature since its inception. With a history that crosses the Italian vicissitudes and European ones

for almost 200 years, the company has transformed and survived the most disparate contexts, being born in a city - Trieste - disputed between Italy and Austria for over a century and a symbol of the transformations of the twentieth century. With this DNA characterised by mutability and long-term vision, the Group has been able to navigate decidedly turbulent waters for numerous decades, without ever abandoning a path of ambitious national and international growth.

Generali has been the absolute protagonist of the consolidation and reorganisation of the insurance sector since the second post-war period onwards, it currently boasts over € 20 billion in capitalisation, a record collection of almost 70 billion in premiums collected in 2019 and over 70,000 employees worldwide, who take care of over 61 million customers.

♥ Of this huge Group, Generali Italia alone boasts 8 million customers. Generali's ambition is to be a "Lifetime Partner" for customers, offering innovative and customised solutions thanks to an unrivalled distribution network.

♥ It is not surprising that in recent years Generali Italia has also embraced the philosophy of innovation and personalisation of the training experience in terms of resource management.

♥ Generali Italia has a very advanced training culture, which has evolved significantly over the last 4-5 years, starting with the establishment of a Team that deals purely with Employee Engagement in a broad sense, from welfare, to training, to physical initiatives to involve the workforce such as hackathons and other agile forms, to the new headquarters, etc.

"We believe that the curation of personal and relevant training paths for the individual is the differential element that makes GLP a useful tool for our people."

♥ The results of these investments do not take long to materialise: the company has built a modern in-house platform - the Generali Learning Platform (GLP) - for the management of both face-to-face and e-learning training.

♥ The partnership with OfCourseMe is part of this project: as an on-demand curation service, OfCourseMe integrates logically in the GLP training ecosystem, increasing its firepower and allowing employees to



Valentina Gramolini, Responsabile Generali Academy Italia

further customise their training paths, drawing on the power of the Web to expand and deepen the suggested topics.

♥ "We believe that the curation of personal and relevant training paths for the individual is the differential element that makes GLP a useful tool for our people", explains Valentina Gramolini, Head of Generali Academy Italy. "There are now thousands of freely available sources within the GLP and it is our job to ensure that people quickly find quality content in line with their needs and inclinations."

♥ And so, after a couple of months of joint work, the collections curated together with the OfCourseMe team are published on the home page in the new version of the GLP, and the search engine returns relevant results alongside the internally developed content, further enriching a training ecosystem which virtually is second to none.

♥ "Thanks to the integration of OfCourseMe in the GLP, we add another important piece to our mosaic, - continues Valentina - which is enriched in breadth and depth, juxtaposing the internal contents with the external ones, and is pre-organised and ordered logically and intuitively. At two months after the launch, the data was encouraging, considering that we had had the summer break in the middle. Now we plan to adapt the



Data at 8 months from the launch

5.500

People
involved

740

Contents started
in current use

17,000+h

Duration of
content started



“Now we plan to adapt the training proposal to the needs of our colleagues by reading the data that OfCourseMe provides us, to align curation even more to the needs of the business.”

training offer to the needs of our colleagues by reading the data provided by OfCourseMe, to align the curation even more to the needs of the business”.

🍷 There are all the elements to further consolidate this partnership and make the service even more useful to allow people to achieve their goals. We have paved the way and we can't wait to make our contribution to the history of this great and iconic Group.



Do you want to find out more? Talk to us!
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