

Betting on people's growth and winning

IGT Group and OfCourseMe: continuing education in Italian? Yes, you can.



IGT GROUP (IN FULL INTERNATIONAL Game Technologies, formerly Lottomatica Group and GTECH) is a company leader in the lottery sector and specialised betting in design, development, production, sale and distribution of gaming machines, lottery systems and online platforms at international

level. With offices around the world and a HQ in Rome, the Group's 11,000 people work tirelessly to create gaming experiences that engage players wherever they are. In terms of corporate culture, we are dealing with a very diverse Group, with an extremely rich mix of cultures and experiences founded on some very clear corporate values: responsibility, authenticity, collaboration, innovation and passion.

♥ Needless to say, in such a rich context and with such a significant focus on innovation and the development of products and experiences, training too cannot but adhere to the same principles that guide the Group towards the search for fulfilling and enriching digital experiences.

♥ It is in this context that the IGT Group and OfCourseMe met - at the end of 2019 - to develop a learning experience project anchored on the same principles of usability, engagement and diversity. Emanuela Corsi - Talent & Inclusion Director of the Lottery Division - describes the partnership with OfCourseMe as follows: “We needed to put a solution on the ground quickly that would allow us to reflect the same values as the IGT Group in the approach to self-training that we wanted to test in Italy. OfCourseMe enabled us to go live in a couple of months with a Learning eXperience Platform at the level of the standards that we ourselves follow when we design our products.”

♥ A challenge within the challenge, in addition to the user experience on the platform, was the construction of customised training paths mainly in Italian. The idea of the Talent Team was to complement the already rich training offer in English with a series of training courses specifically designed to draw on the best sources of content in the boot.

“We hoped that the educational offer would be inclusive and accessible to all. That's why we made sure that the content was available in several languages, facilitating an increasingly flexible and self-educating approach.”



Emanuela Corsi, Talent & Inclusion Director
Divisione Lottery

♥ In Emanuela's words: “We hoped that the educational offer would be inclusive and accessible to all. To this end, we ensured that the content was available in several languages, facilitating an increasingly flexible and self-teaching approach.”

♥ And so, after just two months of work the platform went live, with the federation in SSO achieved without a hitch and the Group's technical team working from its headquarters in Reno, Nevada.

♥ Almost a year after the launch of the initiative, which took place in the middle of the first wave of Covid in Italy, was welcomed by all those on the included, now with over 1,100 pieces of content and 340 hours of self-training.

♥ This was made possible by a very vibrant launch campaign, periodically supported by newsletters reminding people of the addition of new sources or new educational pathways created from time to time, such as the “topic of the week” column, a space to promote each week individual contents of interest, telling them one at a time.

♥ In summary, the partnership between IGT Group



Data 12 months after launch

300+

People
involved

1.160+

Content started
in use

465+

Hours of
self-training



“We needed to quickly put a solution on the ground that would allow us to reflect the same values as the IGT Group in the approach to self-training that we wanted to test on the Italian perimeter.”

and OfCourseMe has enabled more than 300 people to embark on their own journey towards an awareness of how a new way of acquiring skills is both possible and fun, and that there are thousands of interesting training content available in Italy.



Want to know more? Talk to us!
Visit our website: www.ofcourse.me
or write to us at: info@ofcourse.me