

# GROUPE BPCE

## B'DIGIT APP BRINGS DIGITAL CULTURE AWARENESS TO 106,000 GROUP EMPLOYEES

Groupe BPCE, the second largest banking group in France, is active in all areas of banking and insurance via its two cooperative networks, Banque Populaire and Caisse d'Épargne, as well as through its subsidiaries (such as Natixis, Crédit Foncier, Banque Palatine and Crédit Coopératif). BPCE Group has placed its digital transformation at the heart of its new strategic plan, [TEC2020](#).

### DRIVING DIGITAL CULTURE FOR 106,000 GROUP EMPLOYEES

As part of its strategic development plan, the Group has undertaken to make every one of its employees a contributor to its digital transformation. To support this ambitious aim, the scope of the B'digit application was quickly structured around three complementary axes:

- Reinforce the **digital culture of employees** to help them understand the fundamental development trends in modern society (new consumer habits, GAFA, bitcoins, etc.) and appreciate their impact on the activities of the Group.
- Progressively **familiarise staff with the new digital tools and services** that are transforming and enriching the customer experience.
- **Support the Group's in-house digital transformation** by training staff in the use of new digital collaboration and productivity tools.

The B'digit application is designed to be used by all 106 000 employees of the Group across its 40 entities. Using it is not compulsory, but incen-

tives have been deployed to encourage staff to try out the new tool.



### A MOBILE LEARNING PROJECT DRIVEN BY THE OPERATIONAL REQUIREMENTS OF THE FIELD

"We carried out a survey with employees on the ground to find out what the real needs and expectations around the new application were," states Marion Rouso, Director of Digital Transformation and Employee Experience. "People were talking about the need for flexibility in use and the need to integrate a microlearning approach. It became clear that Mobile Learning was going to be the most appropriate solution."

Next came a formal Request for Proposals, culminating in a pitch session for short-listed potential partners before representatives of the different Group entities. "Teach on Mars emerged as the leader when it comes to mobile learning. Their solution is flexible while being powerful

and comprehensive enough to meet all the users' requirements. It enables us to produce customised content in-house, or to buy off-the-shelf learning resources. The format offered everything we were looking for: microlearning, gamification, "challenges" to encourage interaction between employees." The Group also liked the way the new app could be customised in line with its visual identity and with the space-themed graphic universe it had selected.

### A REVOLUTIONARY SOLUTION TO SET NEW PARADIGMS

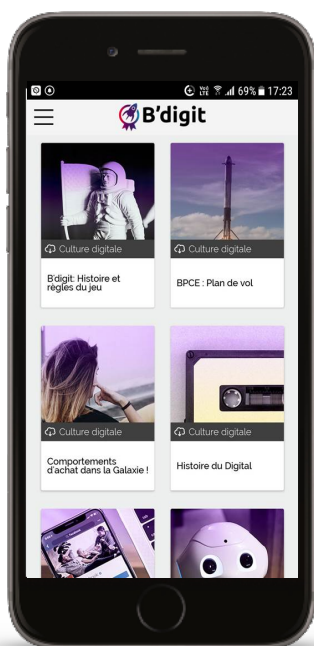
"Groupe BPCE already had a digital learning offer in place," continues Marion. "There were e-learning courses, MOOCs and serious games, but nothing gave us the 'Wow!' effect we were looking for. That's what we were able to deliver through the gamification of B'digit. We also wanted our employees to be able to use the app on all the devices they use in the course of their ultra-connected daily lives - computers, smartphones and tablets."



## TWO-STAGE DEPLOYMENT PROCESS

October 2017 saw the organisation of a pilot targeting a sample population of 200 users across all 40 entities. Once this pilot had been pronounced conclusive, the deployment continued progressively across all group entities. By mid-April 2018, more than 13 000 Group staff had connected to B'digit, which was more than 30% of total staff in the 20 entities that had deployed the app up to that point. "Our primary objective was that learners complete the skills assessment," recounts Delphine Costedoat, B'digit Project Officer, referring to a 60-question positioning quiz that had been developed to determine the "digital profile" of individual learners and recommend the training courses each of them should complete as a priority. "11 000 of the 13 000 employees connected have already done the quiz, so we've hit our first goal. The challenge now is to encourage learners to complete the training courses recommended for them. Bearing in mind that the objective of the Group's TEC2020 Strategic Plan is ambitious: 100% of the Group employees to be trained in digital culture by 2020!"

In order to make the adoption of B'digit as seamless as possible and get maximum impact from its launch, Delphine coaches each entity individually, with a detailed action plan defined in collaboration with a local project manager. Every entity gets a personalised communication kit, as well as specially designed materials to market the new mobile learning offer via a programme of automated newsletters which help to stir the curiosity of learners and build a de-



sire to try out the new tool. At the same time, the mobile learning training catalogue will be reinforced over time by the addition of new courses designed at Group level and produced locally with the authoring tool.

## ENTHUSIASTIC RECEPTION FROM THE LEARNERS

"Our learners are delighted with B'digit. Everyone loves the simplicity, the gamified aspects and the competitive dimensions provided by the leaderboards. They particularly like the skills assessment, a new learning activity that was created specifically for our project," continues Delphine.

The Group staff are also fans of the flexibility and accessibility of the Teach on Mars solution. "Staff like the fact that they can access training via their office PC between meetings, but also via their smartphone when they're out and about. The application helps them develop a new mindset of

taking responsibility for their own learning," adds Delphine.

## TIGHT COLLABORATION BETWEEN TECHNICAL TEAMS ON BOTH SIDES

Given the scale of the project and the sheer numbers of learners and entities involved, close coordination between both teams has been essential. "Having a single point of contact for all technical aspects of the project is a real advantage. It makes everything so much easier and more fluid, especially with the weekly progress meeting that enables everyone to stay abreast of the various workstreams" specifies David Nataf, Delivery Manager for the B'digit project.

One of David's tasks has been to ensure that the new solution complies with the SLA defining the requirements of the Group in terms of service quality, and that all security standards around access to the platform and data are met. "When it came to deploying measures to comply with the new GDPR legislation, Teach on Mars managed the challenge perfectly", says David.

**“The flexibility of the solution has enabled us to build a made-to-measure training catalogue by either creating learning content ourselves or buying it off the shelf. And the format is perfectly in phase with the expectations of our employees, who appreciate the microlearning approach, the gamification, the interactivity and community aspects such as the battle challenges.**



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