



“Saba enables us to plan, deliver, evaluate, administer, and report our training offer in the broadest sense. All done centrally and more efficiently. In this way we can optimally support all development within our organization and contribute to the business performance and agility of ABN AMRO.”

Ernst Bouwman
Manager, Learning and Development



Case Study

Industry: Financial Services

Use Case: Saba Unified Learning Management Suite

ABN AMRO uses Saba to manage distribution, financial settlement, and provision of training and e-learning for a global workforce.

Challenges Before Saba Implementation

ABN AMRO was seeking to centralize and standardize the supply of all training across a worldwide workforce. They also wanted to introduce a blended learning program of informal learning and classroom training as well as ensuring that training is available anytime and anywhere.

Benefits

- Significant financial benefits as a result of central vendor management
- Several mandatory training initiatives for a total of 25,000 employees
- More agile and efficiently trained staff
- Clear and concise overview of job-related curricula and certification
- Significant travel reduction as a result of more efficient planning and e-learning
- Promotion of a strong, client-driven culture

ABN AMRO is one of the largest banks in the Netherlands, with nearly 25,000 employees serving retail, private and commercial banking clients, and is active internationally in private banking and a number of global specialist activities. Along with a comprehensive range of products and services, ABN AMRO offers in-depth financial expertise, extensive knowledge of numerous sectors, and an international network supporting their customers' domestic and international operations.

ABN AMRO aims to respond to the ever-changing market and, in doing so, to their customers' ever-changing needs. In this context the Learning & Development department of ABN AMRO plays a crucial role in providing employees with top-class training and education. The training is developed in a way that allow employees to become more agile and respond quickly and appropriately to changes in customers' needs. Employees can also respond to volatile financial markets, and training gives them increasing employability and internal mobility.

ABN AMRO Learning & Development Department

In 2010 the learning departments of Fortis Bank Nederland and the ABN AMRO (Academy) merged into ABN AMRO “Learning & Development” – a centralized, business-oriented and performance-focused learning department. ABN AMRO L&D works in business-related teams and offers business-specific solutions such as management skills, compliance and languages. The Learning & Development department also supports organizational learning, bank-wide change and culture programs, leadership programs, and programs for specific audiences. In cooperation with Recruitment and Management Development, the L&D specialists designed and supported the award-winning “ABN AMRO Traineeship”.

The L&D Team manages performance issues, strategic learning plans, or ad hoc changes or questions. The team uses the Saba Unified Learning Management Suite to determine the appropriate learning solution for the specific performance gaps. The team can then tender for or choose the appropriate e-learning training. The total

L&D department consists of 24 full-time employees. Within the HR department the L&D manager reports to the manager of the new “Centre of Expertise People” (COE), in charge of recruitment and employability, management development, talent management, and leadership development. The complete HRD chain is brought together in the COE, thereby creating opportunities to integrate the complete HRD/talent management chain. The LMS is hosted by trusted partner Bloomville.

The Future

The Saba self-service concept is really catching on in ABN AMRO. In the near future it will be critical to present learning opportunities in such a manner that employees can easily find the right learning solution for their needs. All this is managed via the LMS and if required, supported by online, interactive learning advice modules.

ABN AMRO also wants to focus more on collaborative and mobile learning to ensure that employees can access learning via computer, tablets, or smartphones.

About Bloomville

Bloomville supports its clients in the areas of growth and development of their employees. In the past 10 years Bloomville assisted in organizing Corporate Academies, optimizing the training process, implementing a Learning Management System, and management of the education administration for various corporate organizations.

As a premium business supplier of Saba, Bloomville offers both modular and integrated software solutions in the areas of Learning, Talent, Performance Management, and Social Collaboration.



Saba delivers a cloud-based Intelligent Talent Management™ solution used by leading organizations worldwide to hire, develop, engage, and inspire their people. Intelligent Talent Management uses machine learning to offer proactive, personalized recommendations on candidates, connections, and content to help your employees and organization lead and succeed.

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