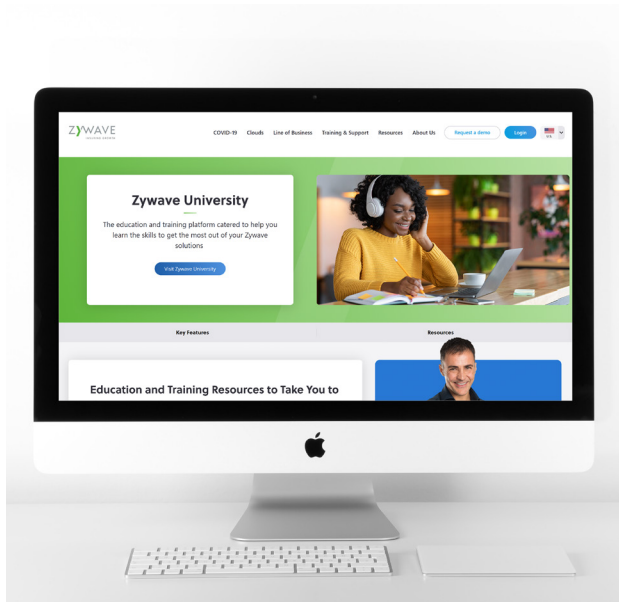# Zywave increases product usage with partner training by 200% with Skilljar

With a wide variety of courses including live training options as well as on-demand resources, Zywave University teaches partners the skills and tools they need to get the most out of their Zywave solutions.

CHALLENGE

Zywave knew partner education was key to the success of their insurance technology business. Training partners (insurance professionals) coming to Zywave through company acquisitions on how to use their solution required a best-in-class training platform. With many use cases to solve for -- from hosting external training for different business lines to onboarding new companies quickly -- they needed an LMS that was flexible and willing to find ways to work with them, rather than present obstacles at every turn.

INDUSTRY
Insurtech

EMPLOYEES
850+

HEADQUARTERS
Milwaukee, WI

WEBSITE
www.zywave.com

TRAINING PORTAL
Zywave University
Powered by Skilljar

TOP METRICS
- 51% increase in users
- 71% increase in course registrations
- Nearly 200% increase in product usage as a result of partner training

ABOUT ZYWAVE
Zywave's all-in-one platform of robust data and content empowers insurance professionals to make smarter business decisions across the entire customer lifecycle.

"I found other LMS platforms we used to be outdated and lacking in customization and integration capabilities resulting in a poor user experience, and standing up my own platform was an administrative nightmare. We were able to get Skilljar up in less than four months -- which was the best decision ever." -- Eryn Baudo, Instructional Designer

GOALS

With four distinct lines of business and seven acquisitions in two years, Zywave's goals are to:

- Drive at least 10% growth in the utilization of their platform
- Bring a new partner through implementation of their software in 90 days
- Increase usage of Zywave solutions through partner training

A closer look...

Zywave's first iteration in August 2020 used Skilljar's catalog pages to help partners find the information they needed based on their roles.

An update in February 2021 solved for new users from acquired companies who didn't have the credentials needed for SSO, by adding an "Additional Solutions" tab within Zywave University to offer courses specific to a certain partner that are open and visible to the public.

In September of 2021, Zywave launched another update with enhanced menu options including a dropdown, updates to the calendar page, and added additional solutions, including AppCues, to the platform. They created a "Getting Started" series that specifically targets partners who are new to their solutions.

"The ability to segment our users and provision training using groups has been game changing. It allows our learners to only see the training options available for the solutions they purchased."
-- Eryn Baudo, Instructional Designer

SOLUTION

After three insufficient attempts with other systems, Zywave relaunched Zywave University, powered by Skilljar. This easy-to-use platform is accessible through Single-Sign-On (SSO) and maximizes learning opportunities by leveraging multiple course types, which can be filtered by job role, specific products, or different workflows.

RESULTS

In their first year using Skilljar, Zywave saw:

- A **51% increase** in the number of users (2021 YTD* vs. 2020)
- A **71% increase** in course registrations (2021 YTD* vs. 2020)
- **More than double** the number of videos completed (Q1 - Q3 2021 vs. Q1 - Q3 2020)
- A **nearly 200% increase** in the number of users of Zywave University who completed an action with one of their solutions (as a result of enhanced features added to the platform in September, 2021)
- An **11% increase month-over-month** in live webinar registrations and **9% increase in on-demand webinar registrations**

Additionally, Zywave implemented 16 courses using SCORM built-in course authoring technology at the beginning of 2021 and have already seen 464 successful completions of those courses through October 2021.

*YTD through October, 2021

If you are a Skilljar customer and have a success story to share, email us at stories@skilljar.com.
Not a customer yet? Request a demo.