

# Improving Information Retention in Compliance Training

## Challenge

The Chief Compliance Officer of a large multinational operating in a highly regulated industry had a problem: how to ensure all the employees are aware of the myriad policies that the company has to follow? A recent internal survey showed a significant gap in policy awareness among the associates. The team wanted an intervention that will achieve the following objectives:

- Increase awareness of the internal company policies
- Keep associates updated about policy changes
- Measure and identify gap areas in policy awareness for appropriate action

## Current Situation

For some associates, mandatory regulatory policy training in place  
Policy documents kept in Sharepoint. No tracking of access and impact  
No assessment of policy knowledge, only training hours spent is tracked

## Solution

SmartWinnr ran a 4-week project to demonstrate how its approach can drive policy awareness and retention. An initial baseline assessment was done to understand current knowledge compliance knowledge level.

**90** Associates

**4** Weeks

## Create

A 15-page policy document was transformed into SmartFeeds, SmartQuizzes and Infographics. Converting complex policy documents into easily accessible format can significantly increase awareness and retention.



**15** Pages



**6** Infographic



**32** Questions



**40** SmartFeeds

## Automate

SmartWinnr automatically sent individualized SmartFeeds and SmartQuizzes. Based on progressive responses, the system customized future feeds and questions to bridge the knowledge gap at an individual level.



**1** SmartFeed/Day



**10** Questions/Week

## Engage



**Badges**



**Leaderboards**



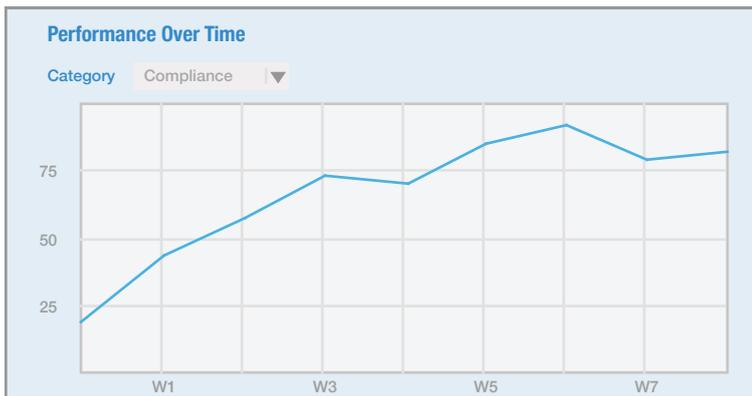
**Competitions**

We divided associates into groups and ran a compliance knowledge competition with live leaderboards, badges, and levels. Everything was automated by SmartWinnr's gamification engine.

Results were visible to everyone in real-time, thus increasing engagement.

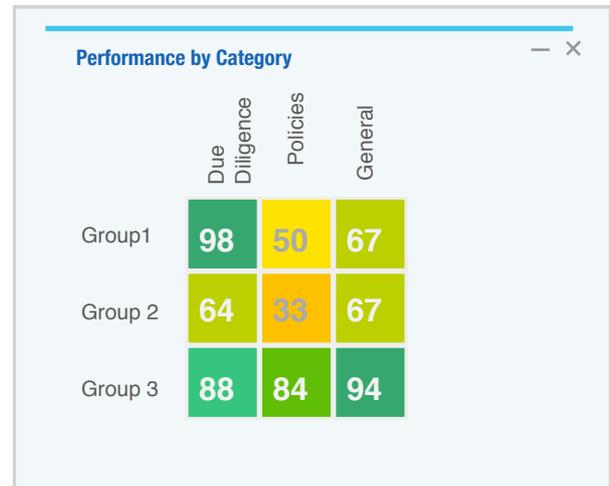
Rank	Group	Participation	Average Score
1	 Group 1	90% 27/30 	87
2	 Group 2	83% 25/30 	82
3	 Group 3	76% 23/30 	79

# Results



The overall knowledge levels showed a steady progress. There were some dips, which are expected. Regular exposure to SmartQuiz and SmartFeeds can minimize these dips.

As shown in the heatmap, there is significant variance in knowledge across groups. This information can be helpful to identify and prioritize training needs and strategies across geographies.



## Conclusion

Knowledge level improvement over time was clearly demonstrated in the study. Gamification resulted in high level of participation. Identification of knowledge gap hotspots (both for knowledge and across geographies) can help to proactively mitigate compliance breach risks and at the same time optimize training cost and training focus.

## About SmartWinnr

SmartWinnr is a gamified platform that helps your team to be smarter, sell more and stay compliant through regular short quizzes and micro-learning feeds. SmartWinnr is trusted by Fortune 500 companies to make knowledge a competitive advantage.

For more information visit [smartwinnr.com](http://smartwinnr.com)

