

This is how Ludvig & Co managed to onboard more new employees in less days - whilst improving engagement

CUSTOMER CASE

LUDVIG & CO

With 1,300 employees spread across the entire nation, Ludvig & Co struggled to make the introduction process for new colleagues efficient. They felt that there was huge variation in the delay between starting a job and attending the physical training session, and that the participants' prior knowledge varied so much that it was difficult for the instructors to find a common level in the classroom. After moving some of the introductory training online, Ludvig & Co can now onboard more employees in a shorter amount of time. "And the entire launch took only 60 days to organise!" Here, Nicole Öhrn, HR Specialist at Ludvig & Co describes the challenges, the solutions, and the impact that digital onboarding have had.

"Just get started and adapt along the way. You have to think differently and be open to new learnings"

LUDVIG & CO - BIGGEST IN SWEDEN

Ludvig & Co is Sweden's largest accounting and consultancy firm with more than 750,000 customers and around 1,300 employees at 130 locations. They offer industry-specific services in the areas of finance, law, business consultancy and real estate, providing operational benefits for small businesses. Through their customer portal, the company offers online services 24 hours a day, a value that is very important to Ludvig & Co, whose ambition is to make things easier and more efficient for both customers and employees. Ludvig & Co aims to be Sweden's best consultancy firm, and works to achieve this by helping both customers and employees to grow.



Nicole Öhrn,
HR Specialist at Ludvig & Co



HR CHALLENGE: MAKE ONBOARDING MORE EFFICIENT

With a large number of employees at different locations, Ludvig & Co struggled to make the onboarding of new employees efficient. New employees would start at different times of the year and this meant that the time between starting their new job and attending the physical introduction course varied greatly - something that in turn meant that once they got together in the classroom, their pre-existing knowledge varied dramatically. It was also sometimes difficult for new employees to feel a connection to and understanding of the company if they had to wait too long for their introduction, whilst potentially working in an office located far from the HR department.

To be able to provide information and communicate with new employees before the initial training days, HR would email them. Nicole explains how she and her colleagues in HR still found it difficult to keep track of who had read the emails, and whether the information had actually reached the intended recipients. It was also tricky to get in touch with new employees before they had been registered in the payroll system and received their email credentials. Nicole felt that the entire process, and the challenges it posed, were outdated, and not at all in line with Ludvig & Co's vision of increasing their digitalization across the company and being available to customers 24/7.

LIVE WITH LEARNIFIER IN 60 DAYS

Once Ludvig & Co decided to start using Learnifier in December 2016, they were up and running within two months!

- It was fairly uncomplicated and easy to get started, says Nicole. Our feeling was that if we can only get started, we can adapt and change things over time, and this worked really well for us, she continues.

They decided to alter the structure of the introduction program. Two face-2-face instructor-led meetings remained, but some case studies and other tasks were moved online to Learnifier. By making several components digital, they were also able to involve the line managers more, and enable them to engage with the development of new employees.

- *The way it works now is that the same day an employment contract is signed, the new employee is given login credentials for Learnifier and they can then start doing the digital part of the induction course, says Nicole. We can also monitor how much of the training a user has completed and if someone gets stuck, we can easily help them to move forward, she continues.*



MORE COLLEAGUES ONBOARDED IN FEWER TRAINING DAYS

As a result of transforming parts of the onboarding and making the program available digitally online, Ludvig & Co can now onboard more new colleagues in fewer training days, says Nicole. The teachers feel that they can manage a larger group in the classroom as they now meet fewer times and the participants have already learnt some of the content online. The teachers have also noticed that the level of the new employees' pre-existing knowledge are more lamented across the group when they arrive for the first physical session. And the time between their start date and the introduction has decreased noticeably. Even though the aim was not to lower the cost of the training, this is actually what has happened, says Nicole



HR and the leadership are not the only ones feeling pleased about these changes. Course reviews show that the participants are also more satisfied. They can now easily access all materials from their mobile phones, which means that the materials are available whenever they want them.

In this way, Ludvig & Co has become more modern, more digital, and better able to make new employees feel engaged from the very start - living the brand!



FLEXIBILITY TO SCALE UP AND DOWN

Learnifier became the supplier of choice, as it offered a flexible payment model which enabled Ludvig & Co to easily scale up or down.

- We started with the introductory training for new employees, but have now increased our offering to meet the needs of all our 1,300 employees. We have also started selling training programs externally, says Nicole.

Before choosing Learnifier, Nicole and her colleagues in HR, considered other systems, however purchasing one of these would have meant having to make big, complicated IT integrations. And this was something they wanted to avoid to maintain flexibility when developing their training programs.

Curious to know what all this looks like in our tool?

See your online course or digital onboarding in Learnifier. Get in touch now and schedule your tailored demo to see how easy you can get started.



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