

A hand is shown holding a magnifying glass with a yellow ring. The background is a solid red color. The magnifying glass is positioned over the text.

See what you are capable of

Meta○Capability

Case study: Biggest global financial training company

The global financial training company embarked on a visionary quest to revolutionise digital learning. They recognised the inadequacy of traditional e-learning, envisioning a platform that catered to diverse user needs and reflected the dynamism of modern learning.

The envisioned platform aimed to create a dynamic digital ecosystem, combining three key learning pillars:

- **Personalised Asynchronous Learning:** Delivering varied content in bite-sized formats.
- **Assessment and Psychometrics:** Enhancing self-awareness and motivation for learners.
- **Personal and Performance Coaching:** Bringing vibrancy and uniqueness to the platform.

Grounded in two core principles:

- **Democratisation of Learning:** Making learning accessible and relevant to all, regardless of age or capability, while ensuring affordability and commercial viability.
- **Learning Governance:** Treating learning as an investment rather than a cost, with a focus on outcome, impact, and effective implementation in the workplace.

Thus, the product's vision emerged, aiming to serve as a strategic enabler by delivering inclusive, diverse digital learning solutions, poised to ignite business growth.

Challenge

The global financial training company lacked the internal expertise and capacity to develop a learning experience platform tailored for the corporate learning market.

Solution

Drawing on past L&D wins and a mutual vision, our Co-founder, led a UK/USA team to design and build the product.

By April 2019, we delivered a detailed functional spec and prototype, praised by the client. This led to a 20-month development contract, culminating in a May 2020 launch, followed by the first client rollout in July 2020.

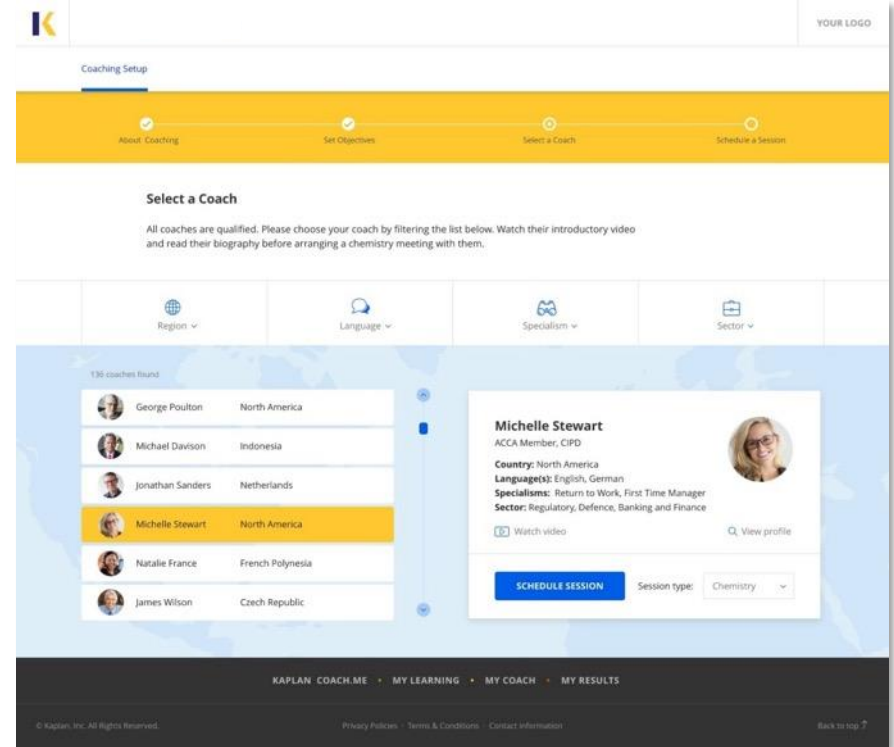
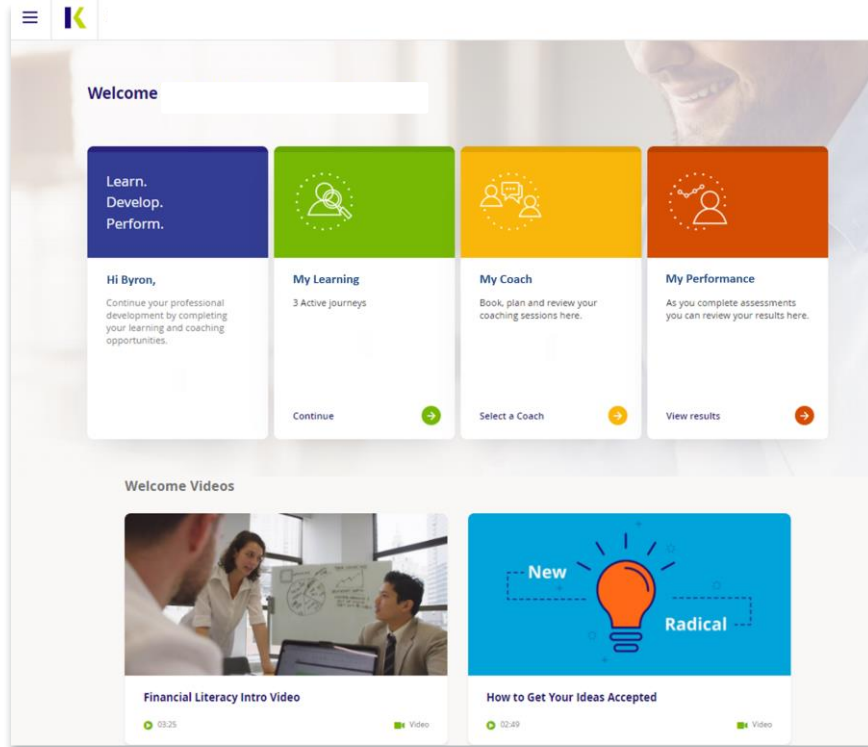
Impact

The client secured a number of multi-million-pound orders for the platform in the first 12 months.

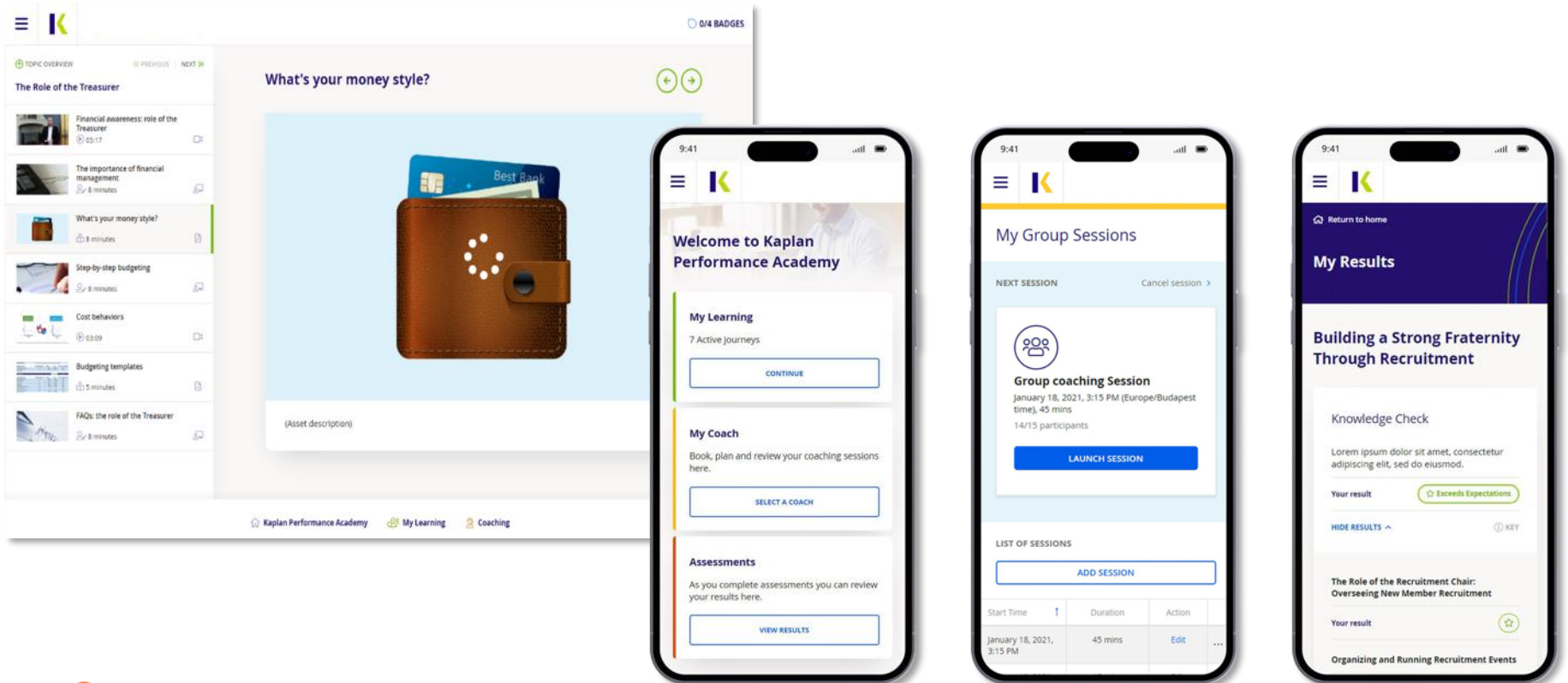
Summary of work:

- Strategy & Marketing
- Content Development
- Product design
- Product build
- Product launch

Case study: Kaplan Performance Academy – Product design



Case study: Kaplan Performance Academy – Product development



Case study: Kaplan Performance Academy testimonial

We could not have built the platform as quickly or as close the vision without Meta Capability. They bring in the intellectual ingredient, different points of view and challenges were excellent with the speed, commitment and dedication of their teams have added to the agility and speed of delivery which has been fantastic.

A huge number of transatlantic stakeholders were involved in the development of the product which were managed and run remotely. There were time and cultural differences and people needed to get on, respect and like each other. Meta Capability have fitted in and managed it seamlessly.

What I look for in any strategically important supplier to your product or business goes beyond experience and expertise, they are hygiene factors. I want empathy, flexibility, commerciality, likeability, innovation, people who are at the cutting edge of learning.

I found that with Meta Capability and it has been a personal and a professional pleasure to have worked with them.

Andy Perkins, Global Director – Kaplan