

Nomination: 5803

## e-Learning Formula Platform

### Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

### Name of Organization/Company

Cathay United Bank

### Additional Contacts

I do not wish to list additional contacts

### Page: Entry Information

### Entry Title

e-Learning Formula Platform

### Category

F01 - F70 Solutions, Implementations, and Training Programs or Media > F70 - F74 Curated Training Platform of the Year > F72 - Managerial/Professional

### Curated Training Platforms Submission Format

Written Answers

#### a. State the date on which the nominated curated training platform was first made available to learners. Required

At Cathay United Bank (CUB), in addition to diverse self-directed learning resources, we offer knowledge, skills, and functional courses suitable for every professional role. After the introduction of different resources and platforms, however, we faced new challenges in user experience and resource usage efficiency. For example, resources were abundant but were scattered in different locations, making it difficult to find the right learning resources intuitively and quickly. Therefore, in order to enhance the user learning experience, we created a one-stop learning portal, iLearning platform, in 1 January 2021.

#### b. Describe the features, functions, and benefits of the nominated curated training platform (up to 350 words). Required

(I) We created this system to connect resources scattered across different locations for use in an integrated manner. Users can access resources from different platforms on a single platform to meet their needs for learning at different levels. For example, after they finish learning or searching, the platform provides other extended reading resources, such as recommended related books on e-book platforms or audio-visual courses from external platforms, to further deepen and expand their learning. We have integrated resources in a systematic manner with a one-stop service concept to create a more convenient learning experience.

(II) Besides integrating platform resources, we run iLearning with the strategy of "integrated marketing for training". By analyzing accumulated user learning behavior data, combined with their basic information, we can predict the potential skills needed for their current position, and the skills gaps for future target positions, and then proactively recommend learning resources accordingly. This way, employees learn what skills they have and lack at present, enabling them to choose their own development path.

(III) Through systematic analysis, we present the skills needing enhancement for current positions, and the gaps for future target positions. With data matching and integration of the internal recruitment module and learning resources, we can proactively recommend learning resources and inform employees what skills they have and lack at present, enabling them to choose their own development path. In this way, we also achieved our goal to give the most useful resources to those who need them.

#### c. Outline the performance, learner reception, and customer satisfaction with the nominated training platform to date. Include some user testimonials, if applicable. (up to 350 words). Required

Promoted the use of learning resources and enhanced users' e-learning experience

Users can now access resources from different platforms on a single platform to meet their needs for learning at different levels. We sought user feedback through questionnaires consisting of four parts: "Ease of Use", "Visual Design", "Promotional Curation" and "Completeness of Learning Resources". A 5-point Likert scale was used to assess users' satisfaction toward the e-learning experience. The survey showed an overall average satisfaction of 4.77. We received three main pieces of feedback: 1. The platform is easy to use; 2. The interface design is refreshing; 3. Users can interact with others in the course forum to encourage each other, in contrast to the previous experience. The comprehensive quantitative and qualitative feedback showed that users are highly satisfied with the platform and that we successfully improved the e-learning experience.

Provided resources to meet more precise personalized learning needs

Using data analysis to observe users' browsing behaviors and preferences, we considered the skill gaps identified in annual 360-degree performance evaluations to push personalized recommendations to users working in different roles. As a result, annual learning hours per person for the year increased by more than 16.59% compared to the previous year, and e-learning hours per person per year increased by 8.03. We successfully promoted employees' willingness to learn on their own to meet their personal learning needs.

**d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional**

- Attachment 1 Brief Introduction to Cathay United Bank

- Attachment 2 Ambition of e-Learning Formula Platform

- Attachment 3 New Internal Learning Styles and More Learning Channels to Activate Learning Interest

- Attachment 4 External Learning Resources to Improve Training and Enhance Employee Development Capabilities

- Attachment 5 A Learning Formula via a One-Stop E-Learning Platform Offering Personalized Learning Resources - -- Attachment 6 Achievements and Results

\* Links:

Cathay provides diversity learning resources

1. <https://ilearning.cathay-icareer.com.tw/>

2. <https://cathaybank.business.hahow.in/home>

3. <https://cathay.ebook.hyread.com.tw/>

4. <https://cathaygame2021.netlify.app/>

More about Cathay

1. <https://www.cathaybk.com.tw/en-us/cathaybk/english/about-us/about-us/company-history/>

2. <https://www.cathaybk.com.tw/cathaybk/csr/index.html>

**Webpage Link**

<https://ilearning.cathay-icareer.com.tw/> (<https://ilearning.cathay-icareer.com.tw/>)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 2**

<https://cathaybank.business.hahow.in/home> (<https://cathaybank.business.hahow.in/home>)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 3**

<https://cathay.ebook.hyread.com.tw/> (<https://cathay.ebook.hyread.com.tw/>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 4**

<https://cathaygame2021.netlify.app/> (<https://cathaygame2021.netlify.app/>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 5**

<https://www.cathaybk.com.tw/en-us/cathaybk/english/about-us/about-us/company-history/> (<https://www.cathaybk.com.tw/en-us/cathaybk/english/about-us/about-us/company-history/>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 6**

<https://www.cathaybk.com.tw/cathaybk/csr/index.html> (<https://www.cathaybk.com.tw/cathaybk/csr/index.html>)

**Would you like to add an additional webpage link?**

No

**Supporting Document**

Download File (<https://stevies-sage.secure-platform.com/file/14047/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNDA0NywiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9e-Learning%20Formula%20Platform.pdf>)

**Would you like to add an additional supporting document?**

No

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**Terms and Conditions**

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