



AFREXIMBANK: Providing better Learning Experience to Employees

by integrating Coursera Learning Content with SuccessFactors Learning Management System (LMS)



Customer Background

AFREXIMBANK is an International bank headquartered in Egypt. It was established in 1993 by African government, African private and institutional investors, as well as non-African financial institutions and private investors, for the purpose of financing and promoting intra- and extra-African trade. The Bank has branch offices in many countries like Harare, Zimbabwe, and Abuja, Nigeria.



Afreximbank - Integration of SuccessFactors LMS with Coursera Learning Content

Company:

African Export Import Bank
(AFREXIMBANK)

Industry:

Financial Services

Location:

72 (B) El Maahad El Eshteraky Street -
Heliopolis, Egypt

Website:

<http://afreximbank.com/>

ECS Service:

Integration of SuccessFactors LMS with
Coursera

Executive Summary

Objectives

- Automatic update of new Coursera courses to Successfactors LMS
- Enable Employees to access the latest Coursera Learning content directly from their Successfactors LMS
- Providing a streamlined experience for learners
- Directly assign Coursera Learning Courses to Employees from SF LMS
- Providing the best learner experience while simplifying responsibilities for administrators to manage the content
- Better deliver, manage, track and assess employee learning activities

Challenges

- Inability to track learner's progress for the courses taken through Coursera
- Difficulties in managing and updating Coursera's content on SF LMS
- Increased content administration time and cost
- Lack of single platform to provide a consistent learning experience

Resolution

- Integrating "SAP SuccessFactors LMS" with the leading Learning content platform "Coursera"

Implementation Results

INCREASED

Efficiency in the
management of learning
content

ENHANCED

Learner's Experience

REDUCED

Administrator time
to manage external
content

REDUCED

Training Management
effort and cost



Watch Success Story

Challenges

AfreximBank has always been concerned to build enhanced learning capabilities and enable access to helpful learning content to help employees develop new skills. They always embrace all the new and modern Talent Management practices that works towards developing the capabilities of their employees. As they already implemented Successfactors Learning Management System, they needed to further optimize and simplify the learning process, minimize administrative work and reduce the time and cost associated with the administration of the learning content. for that they sought to integrate external content provider "Coursera" to their LMS. SuccessFactors Learning offers a feature to integrate with external content providers that allows organizations to offer employees the ability to easily access fresh, meaningful content offered by Coursera. With this feature the external content partners' catalogs can be enabled in the LMS and made available in Successfactors LMS and directly assigned to users by admins or supervisors.

Resolution

ECS SuccessFactors consultants has made the necessary integration of SAP SuccessFactors LMS with Coursera Learning, so LMS admins do not have to manually upload new content every now and then. This ensures that new Coursera Learning content is available to learners as they are released. So that employees can easily access their content from within SF LMS system.



Results

ECS has successfully built the integration of Coursera with SF LMS. Now Afreximbank got the benefit of having Coursera's content pushed automatically into SuccessFactors LMS, employees can easily access high quality content at their desks or on the go. They were also able to eliminate moving across multiple platforms, dashboards and tools while still being able to provide employee access to Coursera Learning unique content and functionality. They also have simplified the tracking of learner progress through course progress and completion data as they are directly reflected into SF. After the implementation, Learning administrators can perform all their day-to-day activities through a single, intuitive interface. Activities include scheduling courses, monitoring resources, managing participation, and following up on courses. In summary the benefits of Integrating Coursera with SF LMS include:

- Increased efficiency for the management of learning content
- Enhanced learners experience
- Reduced Administrator time to manage external content
- Reduced Training Management effort and cost



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