

Case Study:

Otto Group

The goal: to successfully implement digital learning

How do you get employees to learn regularly and in the long term? Together with the Otto Group, Masterplan.com designed a pilot phase to first explore how digital learning offers could be implemented in the organisation easily and permanently.

After successful completion of the pilot phase, the Otto Group is now rolling Masterplan out internationally to all 55,000 employees - thus beginning a long-term collaboration in the area of "digital learning".

The challenge: how can all employees be included?

Before working with Masterplan, the Otto Group had not introduced any digital learning offer across the board. The challenge was therefore to enable every single employee - from trainee to CEO - to use the platform and make it clear why digital transformation requires lifelong learning for everyone.

However, that's not all: in order to create a long-term learning culture and to permanently incorporate Masterplan as a digital learning hub, one thing had to be understood above all: how does learning work in organisations? What are the requirements for regular learning?

The solution: communication & social learning

The Otto Group began its pilot phase with 400 participants, who were deliberately put together in a heterogeneous manner. All ages and hierarchical levels, as well as the most diverse specialist areas, were represented.

Right from the start, Masterplan.com and Otto ensured a **quantitative and qualitative evaluation** in order to assess the behaviour and requirements of the employees using data. Measures were taken both on the platform and on-site. Existing offers were supplemented with digital ones in order to enable learning regardless of time and place.

By collecting and assessing data through regular routines, workshops and surveys, it became clear that, more than anything, **intensive and early communication** is essential. The Otto Group involved all stakeholders in the process at a very early stage and planned a preparatory phase together with Masterplan. This preliminary communication was supported by a specially produced CEO video with Alexander Birken, who discussed the meaning of the digital learning offer and its relevance for the entire company before the start of the basic digital course. In addition, it was clearly communicated that all users should plan a learning time of at least two hours per month.

In addition, many participants formed learning groups. The data clearly showed that learning together proved to be more effective. The role of managers turned out to be less relevant than that of colleagues - in conclusion: if you learn with colleagues, you learn more often.

The result: openness to learning opportunities

It became clear that employees are generally very willing to learn if the conditions are right: there was a great deal of openness to lifelong learning and learning with digital offers - regardless of age and hierarchical levels.

It was particularly noteworthy that many learners were willing to learn in their free time. Learners who use Masterplan.com mainly in their free time learn about 60% more per learning session.

The results speak for themselves: it is not the willingness of the employees, but rather that of the organisation to create the right framework for the successful implementation of digital learning offers.

The knowledge flowed not only into the learning organisation, but also into Masterplan's product development. For example, the "Learn Buddy" feature for micro-learning groups was developed based on the findings.

The Otto Group and Masterplan are still in close contact and are working together to gain an even greater understanding of learning in organisations.



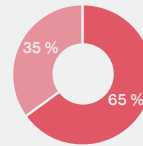
150
minutes/user
Average learning time per month



96%
I would recommend Masterplan to my colleagues



95%
I consider learning with Masterplan a great success



35% of lessons were completed in free time

● Working ● Free time



Alexander Birken
CEO

"Masterplan has made a significant contribution to our employees developing an understanding of digital transformation and an openness to new working methods."

Monthly Active Users (MAU)

