

### **CITIBANK USES INTRALEARN WEB-BASED PLATFORM TO IMPLEMENT E-LEARNING**

Citibank, with a presence in 16 countries across the region, maintains the most extensive banking network in Asia Pacific of any other non-Asian financial institutions, providing comprehensive financial services to a large number of corporations and financial institutions. Citibank is also in the vanguard of businesses that are leveraging web-based technologies for improved cost efficiencies and customer service.

The Citibank Private Bank in Singapore has implemented an online learning program for its employees located in Singapore and in Hong Kong. To initiate its e-Learning project, Citibank turned to IntraLearn not only because IntraLearn has a robust e-Learning software platform, but also because IntraLearn has a regional office and resources right in Singapore.

The IntraLearn Software Corporation, founded in 1994 with headquarters in Northboro, Massachusetts, USA, is the leading global supplier of configurable e-Learning applications. More than 500 corporations, academic institutions and associations use IntraLearn to provide e-Learning to millions of learners worldwide. IntraLearn has focused on becoming a global provider, with regional offices and engineering resources located throughout Asia and Europe. In Asia, IntraLearn has subsidiaries/offices located in Singapore and India as well as a network of more than a dozen resellers throughout the various Asian countries.

#### **Employee Training Using IntraLearn**

Citibank has adopted the IntraLearn e-Learning software platform to streamline the delivery of training to its Private Bank employees. By serving custom-built online course materials on the IntraLearn platform, the Citibank Private Bank delivers online training in areas such as bank policies, service standards, operational procedures, and financial products.

With self-paced e-Learning, Citibank bankers are able to log onto the online course materials at their own convenience, spend as much time as they want in a course and then log out, and then log back in when they find more time to learn. At the same time, training managers are able to utilize the student tracking capabilities of IntraLearn to instantly know whether the employees have signed up for a course, how deep into the course each learner has progressed, and how well each individual learner is performing.

Another obvious advantage of implementing a “virtual” training center through e-Learning is that Citibank employees located across various geographies, including Singapore and Hong Kong, are able to easily access the course materials.

During the implementation of Citibank’s e-Learning project, non IT-savvy banking consultants were able to quickly create lively online course materials using IntraLearn’s built-in course authoring tools. By working through the intuitive wizards and templates of IntraLearn’s course authoring tools, the consultants were able to incorporate richly formatted text and graphics as well as various multimedia files into the online course materials. After the course development was completed, the instant update feature of IntraLearn's course management module empowered the subject matter experts from various functional departments to take over some of the course maintenance tasks, without going through a steep learning curve to understand the software.

Having rolled out e-Learning course materials over the intranet, the Citibank Private Bank is expanding its e-learning focus to also include knowledge management. An integrated e-Learning and knowledge management solution, built upon the powerful features of the IntraLearn e-Learning platform, will combine online course materials with online knowledge management items, such as critical communication updates, memos, and other corporate information.

## **IntraLearn e-Learning Solutions**

The IntraLearn software platforms are fully integrated, end-to-end e-Learning solutions with built-in course authoring tools. IntraLearn combines the functionality of expensive Learning Management Systems (LMS) into a single enterprise-class, field-configurable software application that makes it easy and affordable to create, deliver and measure interactive learning over the Internet and intranets. IntraLearn has made implementing e-Learning solutions much easier and more affordable by providing a comprehensive software platform that is ready out of the box and replaces the expense and time of customized system integration.

For more information about IntraLearn, visit [www.intralearn.com](http://www.intralearn.com), or contact:

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