



Royal Mail

L&D Transformed

Learning recommendations
at Royal Mail



filtered



“magpie has led to changes in learning behaviour, colleagues are choosing to access good quality learning when they need it, and in the format they prefer, more frequently than they engaged with a traditional learning platform.”

Donna McGrath – Head of Digital Learning, Royal Mail

L&D and rapid digital transformation

Digital transformation poses two main challenges to L&D: fully harnessing opportunities for learning delivery and upskilling the organisation in line with industry-level changes. Like many other businesses, Royal Mail faced these legacy L&D challenges:

- Too much training content for employees to make sense of.
- Poor analytics data and a lack of insight into learning needs and behaviour.
- The constraints of a small team with tight budgets but big ambitions.
- The overarching task of upskilling managers and leaders in digital transformation.

magpie (Filtered’s intelligent learning recommendations engine) launched within Royal Mail 12 months ago, after being introduced to the business by strategic training partner, QA, in 2017. The goal was to test whether a solution combining expert curation with AI-powered recommendations could address these challenges. There’s still a long way to go, but by engaging 23% of the managerial workforce and yielding troves of fresh, useful data, the Filtered and Royal Mail team have taken several steps towards a modern, data-led, people development strategy.

Solving content overload with curation and recommendations

magpie's success rests on an underlying curation process that ensures its recommendations are always interesting, relevant and evidence-based.

Firstly, Filtered freshened up the L&D offering by remapping 430 of the best articles, videos and podcasts on the web against the Royal Mail competency framework. Then, we combed the Royal Mail libraries and selected 60 courses and resources that met relevancy and quality criteria. As of February 2019, 90% of Royal Mail's magpie recommendations were marked as relevant. Based on these analytics Filtered is now expanding the curation effort to include large third-party libraries like GetAbstract.



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Assisting a data-driven learning strategy

The ROI of magpie is insight: insight garnered from data, which enables organisations to exploit the opportunities for learning, even in organisations where it seems that there isn't a strong learning culture. Throughout the last 12 months, Filtered have iterated the content within Royal Mail's magpie instance by spotting usage trends, and consulting with internal stakeholders. This allowed magpie to align with existing initiatives such as graduate schemes or apprentice onboarding.



Using magpie's reporting metrics, Filtered have been able to:

- **Create a hybrid competency framework**
that condensed Royal Mail's skills framework and renamed competencies based on user feedback to make our recommendations more intriguing. The framework allowed magpie to deliver personalised recommendations at a detailed level, while aligning with Royal Mail's overall development skills framework.
- **Prove the value of L&D's investment in internal content:**
Royal Mail content receives 2x the engagement compared to external, curated content (TED, HBR, etc). This allowed Royal Mail to double down on their investment in internal content and validated previous purchasing decisions.
- **Deliver a strategic engagement campaign**
to encourage pre-existing positive habits. Filtered emailed learners with curated recommendations on a weekly basis, and ensured the send date aligned with optimum usage data.
- **Precisely deliver relevant content:**
as of February 2019, 90% of Royal Mail's learning assets were marked as relevant.

Enabling a small team to tackle big challenges

Large-scale digital transformation presented fresh challenges to the L&D department at Royal Mail: upskilling managers with the mindset and capabilities necessary to thrive in an era of disruption, and the roll-out of an ambitious new apprenticeship programme.

The magpie recommendation engine has been an integral part of scaling what L&D can do. It has reached more employees with better content than was previously possible with conventional learning technologies. It's just the start of magpie's journey, but the team at Filtered are incredibly proud of what has been achieved so far.

To find out more about how magpie can help you transform your L&D offering, contact: hi@filtered.com

