

# Unlocking LMS Potential: Moody's Innovative Approach in Driving L&D Impact

Discover Moody's and goFLUENT's winning strategy in driving up learner engagement.



## Company Overview

Program Name:	Moody's University
Industry:	Financial Services and Analysis
Employees:	14,000+ employees in 40+ countries
Others:	Moody's founded Moody's University to foster learning and development among its employees

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# Overview

Moody's values effective communication in offering business insights and decision-making standards. As a financial analysis and services company, it understands the importance of language proficiency in conveying information, establishing connections, and building trust.

In line with its global expansion, Moody's has implemented language learning for its employees to create a comprehensive learning environment for global communication and to foster a culture of continuous learning.

Partnering with goFLUENT has enabled Moody's to achieve a tailored and holistic learning approach. Together, Moody's and goFLUENT distributed learning at scale and formulated a game plan which prioritizes learner experience through seamless access.

To reinforce this initiative, Moody's focused on increasing program awareness by gaining leadership buy-in and ensuring widespread information dissemination for employees. Developing an active learner community required leadership support for optimizing company resources to engage with employees effectively.

Restructuring the learning and internal communication strategy led to increased enrollments and active learners at Moody's University, the company's LMS.



# Success Drivers —

## Success Driver #1:



### Scalability using Corporate License

One of Moody's objectives was to find a way to fully democratize learning for all its employees. Its previous endeavors in delivering a learning solution were limited by a cap on the number of employees that could avail of learning benefits.

goFLUENT addressed this issue by providing learning to all Moody's employees through the Corporate License. goFLUENT's corporate language training solution includes a full suite of services that cover integrations, customer support for Moody's L&D professionals, and company-wide learning for all employees.

This approach to scalability meant that Moody's employees can receive the full range of learning benefits, such as accessibility and personalization. Additionally, HR professionals managing the L&D program received guidance in learner management and progress tracking from a dedicated goFLUENT team. The complete solution ensured that learners get high-quality and tailored content while supporting HR professionals in delivering learning to all Moody's employees.



## Success Driver #2:

### LMS Integration into Moody's University

Moody's found that the key to learner participation is making the program accessible anytime, anywhere, and on any device.

It delivered a seamless learning experience through goFLUENT's Integration services. goFLUENT's partnership with Skillssoft and integration with Percipio facilitated smooth, uninterrupted access to all its learning content via Moody's University. facilitated smooth, uninterrupted access to all its learning content via Moody's University.

The integration process resulted in a single, user-friendly access point for all learners—they only need to open one portal for all their learning needs.

Consolidating everything into Moody's University eliminated the need for multiple platforms and login credentials. Moreover, goFLUENT's integration solutions allowed learners to study in the office, at home, or on the go using their mobile devices.

With guidance from goFLUENT's Customer Success Managers (CSMs), Moody's was able to:

- Identify learner demographic
- Collect learner feedback
- Track learner progress
- Maintain presence and establish touch bases with learners
- Formulate the right messaging and tools based on learner data

## Success Driver #3:

### Learner Engagement through Customer Success Managers

Aside from implementing an extensive language learning program, Moody's wanted its program messaging to trigger and retain the learners' participation.

Locking in the correct messaging approach paved the way for connecting—and staying connected—with the learners. This consisted of emphasizing the benefits of language learning and utilizing popular messaging apps to promote the program.

# 57%

increase in active learners on the portal per quarter

## Top 5 languages used in the goFLUENT portal:



English



Spanish



French



Italian



Portuguese

## Results and Impact —

The program's implementation demonstrated that creating awareness among learners enhanced the impact of digital language learning.

This impact was measurable through the number of learners on Moody's University. Within 8-9 months of carrying out the new communication strategy, Moody's recorded an increase of 1122 active learners on the portal.

It also noted an average of 57% more learners each quarter, thanks to strategic internal communication. This is a jump of around 270 learners per quarter.

Employee feedback on the program indicated improved communication, positive reviews on learner experience, and a growth of cross-cultural collaboration at Moody's. Learners who gained proficiency in a new language reported using their skills to interact with global colleagues.

By emphasizing the program's accessibility and by showcasing tangible benefits, Moody's and goFLUENT positioned language learning as a simple human solution and made learning an exciting and worthwhile activity for employees.

**70%** increase in non-assigned learning in Moody's University

The biggest testament to the effectiveness of the engagement strategy is the 70% uptick in non-assigned learning. Employees voluntarily study languages on Moody's University due to its availability, accessibility, and user-friendly interface.

With these findings in mind, Moody's plans to further improve its language learning program to get 20% of its workforce to learn a second language.



# Harness Language Learning for Maximum L&D Impact

Book a Demo Today

This business case illustrates the impact of effective and targeted communication strategies in maximizing learner engagement and productivity. goFLUENT's learning solutions allow full accessibility for all employees, and its integration capabilities streamline the learning process. This strategy, combined with the expertise of goFLUENT's Customer Success Managers, pushed for a spike in productivity and participation among Moody's employees. This increase in engagement resulted in an enrichment of global collaboration and heightened skill development.

## About




goFLUENT accelerates language learning and assessment by delivering hyper-personalized solutions that blend technology, content, and human interaction available globally on any device.

Today, over 2,000 organizations in more than 100 countries trust goFLUENT's award-winning language solutions to ensure all their learners and candidates build the language skills necessary for confidence, growth, and inclusion.

Since its founding, goFLUENT has helped three million people become better communicators and continues to drive meaningful change by providing everyone an equal voice.



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