See what you are capable of

Meta◯Capability

Case study: ICA
International Compliance Association

Summary of work:

– Product design

– Product build

– Product launch

Challenge

ICA struggled to deliver a top-tier, client-centric digital learning experience. Their hybrid approach, combining online and in-person education, lacked cohesion and accessibility, failing to meet the diverse learning needs of students and members.

The project aimed to enhance the digital client experience to attract new members and retain existing students

Solution

ICA boasted an array of valuable content, both self-generated and licensed, yet it remained siloed and inaccessible to members.

To tackle this issue, we developed a personalised dashboard, gathering data on members' career stage, location, industry, seniority, required skills, and interests. This dashboard tailored the platform's extensive library of resources to each member's needs, presenting them through personalised dashboards resembling Netflix.

Additionally, we created a distinctive Competency Assessment tool to help members evaluate their careers, identify skill gaps, and plan strategies for improvement using recommended resources.
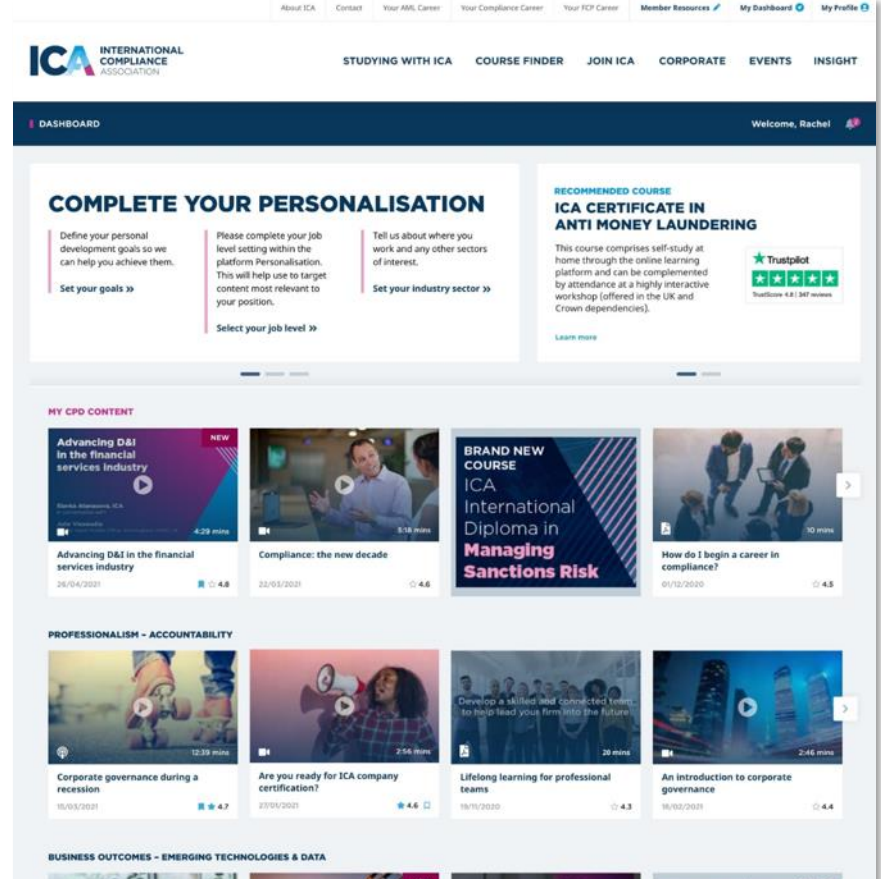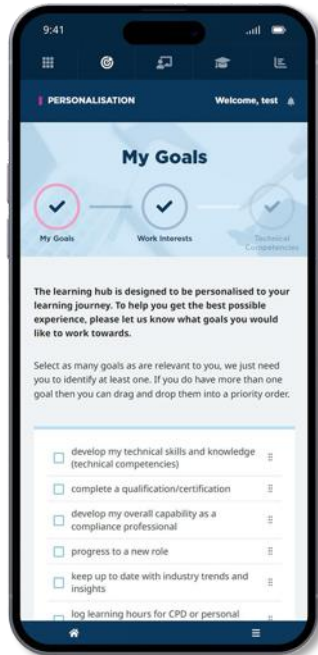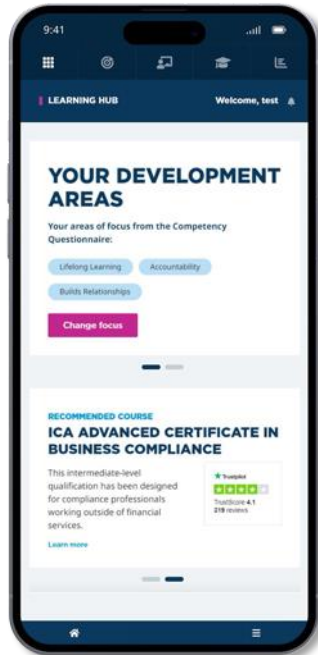
Impact

Student engagement levels surged post-launch of the tailored dashboards, serving as highly personalised support resources for courses. Thousands of non-student members now find reason to return to ICA, drawn by the dynamic, personalised dashboard catering to their development goals and career aspirations.
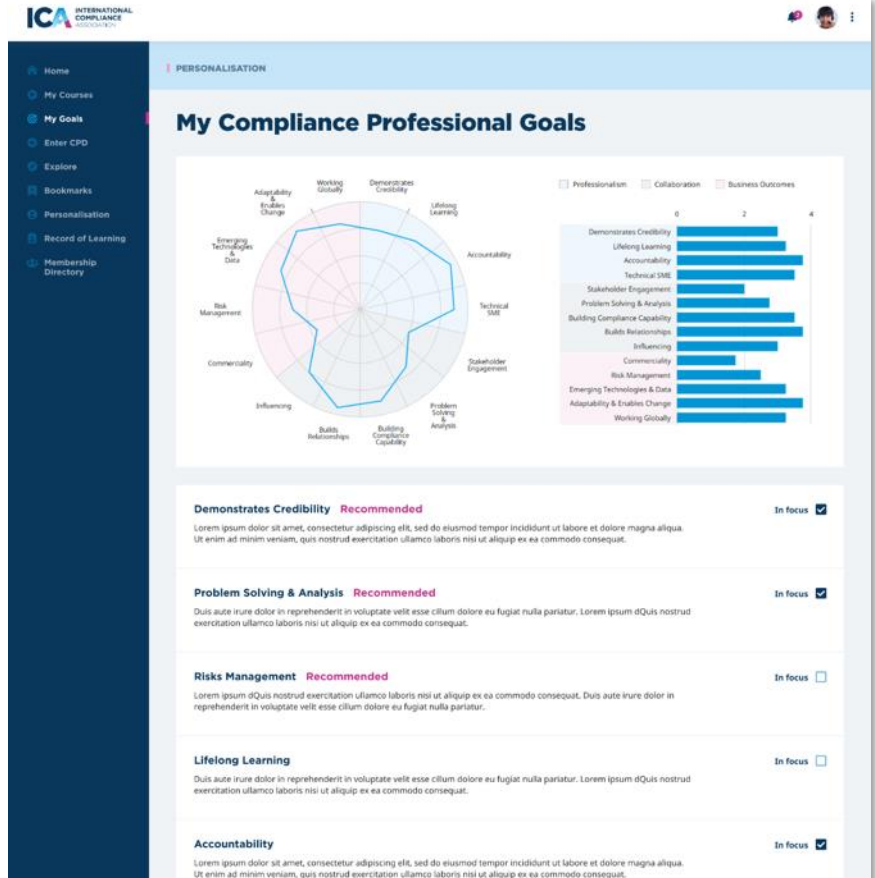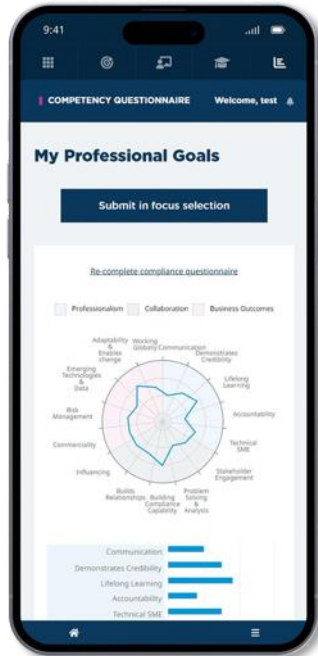
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Case study: International Compliance Association testimonial

We needed to build what WE wanted and off the shelf could not provide that.

You delivered on all your promises and added to our ideas and vision creating a better solution, and the client feedback has been really great.

Overall, a great experience of working with you.

Julian Chaffey, Director of Digital Learning Applications – ICA