

Car Benefit Solutions jump-starts skills development with LinkedIn Learning



Established: 2002

Employees: +100

Industry: Financial services

Car Benefit Solutions (CBS) is a Financial Services company and the leading provider of Employee Car Ownership Schemes (ECOS) in the UK, offering complete solutions that span scheme design through to implementation and fleet management.

The leading Employee Car Ownership Scheme provider drove a 95% activation rate within a year of launching its new Learning Management System.

The Challenge

- Provide employees with an accessible development resource.
- Meet training needs more efficiently.
- Maintain high levels of employee retention.
- Develop skills to support new business opportunities.

The Solution

- Company-wide LinkedIn Learning licence and learning management system.
- 1 hour per week of protected time for employees to spend on personal development.
- In-house regulatory compliance content uploaded to the learning platform.
- Launch campaign with in-person sessions.

The Results

- Dramatic reduction in external training costs.
- Strong engagement with priority skills for the business.

95%

activation of LinkedIn Learning within first year

From the start, Andrew Shoreman knew that the business he was joining was committed to building a deeper learning culture.

At the interview for his new role as Learning and Development Officer for Car Benefit Solutions, Andrew was asked to present a plan for his first 90 days at the business. He explained the benefits of introducing a Learning Management System and an in-depth library of online learning content. When he took on the role a couple of months later, one of the first tasks was to put these plans into action.

“Car Benefit Solutions is a rapidly growing company, where over half the employees are millennials – and meeting their needs in terms of personal development is increasingly important for developing and retaining talent,” explains Andrew. “It had been a request in the company’s year-end employee surveys, and the business was aware that a lack of L&D could be a driver for people to leave in order to further their career development.”

Car Benefit Solutions is a specialist provider of Employee Car Ownership Schemes for the automotive and corporate sectors, delivering schemes that enable employees to purchase vehicles on a short-term basis – so that they can drive new models and act as effective brand ambassadors. This requires a wide range of different skills among its 150+ employees, which include finance, sales, marketing and customer experience teams, an in-house creative agency, web developers, business analysts, human resources, funding and taxation specialists.

“We wanted to move beyond just professional qualifications to cover all areas of personal development – and so the depth of content available through LinkedIn Learning was a real selling point,” says Andrew. “People were blown away by the fact that we’d be able to offer over 15,000 different courses.”

Continuous improvement is one of Car Benefit Solutions’ core values – and as part of its commitment to enabling a learning culture, the business designated that at least one hour per week would be available as protected time for individuals to explore learning and the LinkedIn Learning content. With 95% of employees activating and using their LinkedIn Learning licenses, the appetite for using that protected learning time has been obvious – and it’s already delivering a range of benefits for the business.

“We’ve been able to focus on uploading content around business priorities,” says Andrew. “Around 10% of our learners have taken courses on Power BI, the business analytics tool that we want our people to utilise more. However, we’ve also seen real interest in developing line manager capabilities, Adobe software for our design teams, and areas like Excel and PowerPoint.”

With employees able to direct their own learning, Andrew has been able to focus on strategy – and the role that development can play in helping push the business forward. “Beforehand, we would get a lot of requests for external training, for example, Excel, Time Management and Presentation Skills. This would cost us around £100K to put on courses for 60 people or more,” explains Andrew. “We no longer get those requests because people are learning online – and so we’re able to spend time developing other important areas, such as a modular Management Development Programme.” Since the launch of LinkedIn Learning, Car Benefit Solutions has developed a skills matrix, launched graduate and apprenticeship programmes, and created its own online learning content around regulatory compliance and health and safety.

“This is a growing business,” says Andrew. “There’s a lot of potential, and exploring it means brand new roles, new skills to learn and opportunities for development for both individuals and teams. LinkedIn Learning is playing a vital role in helping us embrace those opportunities.”

How to drive a 95% activation rate for LinkedIn Learning

The launch of LinkedIn Learning was designed to accelerate awareness quickly and build enthusiasm across the business. Andrew hosted hour-long introductory sessions for groups of 25 employees at a time, walking through how to use the new learning management system, and the range of LinkedIn Learning content available. “We wanted to create a big launch event and not just another meeting,” says Andrew.

Employees didn’t leave these sessions empty handed. “We gave everybody a free set of Car Benefit Solutions-branded earphones, to ensure they had the ability to digest the audio visual content” says Andrew. “We sent a follow-up email after the session with a reminder of the details and how to use the platform, and we’ve sent regular reminder emails since, to prompt people to use the free hour we’re giving them through our protected learning time.”

What the learners say:

“When I joined the business, the learning system was a big part of my induction. I started exploring in my free hour each week, and now I’ll use any additional free time I have to learn as well. I’ve finished all of the finance courses and I’m now looking into creativity, time management and other areas that I find interesting. I really like the combination of video and transcripts that you get with LinkedIn Learning. The people are really interesting to listen to and it’s easy to go back over the course, and take quizzes and exams as well.”

Jo Jones
Credit Risk Associate,
Car Benefit Solutions



“I’d studied law and so, when I joined the company as a Graduate Business Analyst, LinkedIn Learning was really valuable for me. I found a Learning Path called Become a Business Analyst, which gave me an understanding of my role and how it works, and was really useful in my first few weeks. Having that kind of content in video form makes it really memorable and the interactive elements like quizzes and examples keep you really involved. I’ve also been using LinkedIn Learning to explore areas of development operations like Scrum and Agile. These aren’t part of my core role, but it’s still really helpful to have an understanding of them.”

Lottie Powell
Graduate Business Analyst,
Car Benefit Solutions



“Car Benefit Solutions has always focused quite heavily on training and supporting the teams, and LinkedIn Learning really enables our core value of continuous improvement. For me, it’s huge to have the convenience of being able to use the platform anytime, anywhere, and to be able to pause and restart really easily. I’ve done a lot of the sales courses and I spend quite a bit of time going through the content and suggesting courses that my team will find useful. Another really helpful aspect is the compliance side, and being able to access reports on who has completed the training they need.”

Natalie Almond
Head of Driver Development
Car Benefit Solutions

