Zywave increases product usage with partner training by 200% with Skilljar

**CHALLENGE**

Zywave knew partner education was key to the success of their insurance technology business. Training partners (insurance professionals) coming to Zywave through company acquisitions on how to use their solution required a best-in-class training platform. With many use cases to solve for -- from hosting external training for different business lines to onboarding new companies quickly -- they needed an LMS that was flexible and willing to find ways to work with them, rather than present obstacles at every turn.

**TOP METRICS**

- 51% increase in users
- 71% increase in course registrations
- Nearly 200% increase in product usage as a result of partner training

**ABOUT ZYWAVE**

Zywave’s all-in-one platform of robust data and content empowers insurance professionals to make smarter business decisions across the entire customer lifecycle.

“I found other LMS platforms we used to be outdated and lacking in customization and integration capabilities resulting in a poor user experience, and standing up my own platform was an administrative nightmare. We were able to get Skilljar up in less than four months -- which was the best decision ever.” -- Eryn Baudo, Instructional Designer
**GOALS**

With four distinct lines of business and seven acquisitions in two years, Zywave's goals are to:

- Drive at least 10% growth in the utilization of their platform
- Bring a new partner through implementation of their software in 90 days
- Increase usage of Zywave solutions through partner training

**SOLUTION**

After three insufficient attempts with other systems, Zywave relaunched Zywave University, powered by Skilljar. This easy-to-use platform is accessible through Single-Sign-On (SSO) and maximizes learning opportunities by leveraging multiple course types, which can be filtered by job role, specific products, or different workflows.

**RESULTS**

In their first year using Skilljar, Zywave saw:

- A 51% increase in the number of users (2021 YTD* vs. 2020)
- A 71% increase in course registrations (2021 YTD* vs. 2020)
- More than double the number of videos completed (Q1 - Q3 2021 vs. Q1 - Q3 2020)
- A nearly 200% increase in the number of users of Zywave University who completed an action with one of their solutions (as a result of enhanced features added to the platform in September, 2021)
- An 11% increase month-over-month in live webinar registrations and 9% increase in on-demand webinar registrations

Additionally, Zywave implemented 16 courses using SCORM built-in course authoring technology at the beginning of 2021 and have already seen 464 successful completions of those courses through October 2021.

*A YTD through October, 2021*

If you are a Skilljar customer and have a success story to share, email us at stories@skilljar.com.

Not a customer yet? Request a demo.