



# How Definity increased user adoption by more than 65% with Docebo

CASE STUDY



“Definity strives to be a top employer that invests in its employees. We promise to CARE - creating an employee experience that is collaborative, ambitious, rewarding, and empowering. Docebo’s modern learning platform enables us to deliver on that promise.”

**Nicole Lavigne,**

Manager of Learning and Development, Definity

## RESULTS

**6500%**

increase in LMS use

**100%**

compliance achieved  
in just seven weeks  
(down from 10 months)

**100%**

of users have used  
the LMS at least once

**65%**

of employees are learning  
regularly, up from just 1%

## SOLUTION

### Custom-branded learning platform

- Intuitive and easy branded platform
- Continuously improving LMS that grows with you
- Easily transfer existing content and use Docebo Content to expand with courses from leading providers

## Customer

### Definity Financial Corporation

Definity is the parent company to some of Canada's most long-standing and innovative property and casualty insurance companies, including Economical Insurance, Sonnet Insurance, Petline Insurance, and Family Insurance Solutions. Definity's family of companies is known for helping its customers, broker partners, employees, and communities adapt and thrive in a world of constant change. Definity has more than 3,200 employees and an audience of more than 30,000 learners.

Nicole Lavigne is the learning and development manager at Definity.

## Challenge

### Finding an LMS that could match their ambition and scale with their growth

Definity Financial Corporation was formed in 2021 in connection with the demutualization of Economical Mutual Insurance Company in the largest Canadian IPO of the year, and the second-largest IPO of its kind to ever debut on the TSX. With the wind (and investors) at its back, Definity needed an LMS that could keep up and help the company continuously improve its products, services and experiences.

Though their business was excelling, they had room to improve in learning efficiency. Fewer than 1% of their users were engaging with their existing LMS and it took 10 months to achieve their annual compliance training targets.

Definity decided to focus on L&D, making it a true differentiator and empowering employees to take ownership of their learning and skills development. The company was certain that if it had the right tool, it could achieve its ambitious goals. Definity partnered with Docebo to materialize these objectives.



Docebo has significantly streamlined our ability to manage and track training completion, dramatically reducing manual intervention and enabling faster completion of compliance training.

**Sarah King Brohman,**  
VP HR Operations, Definity

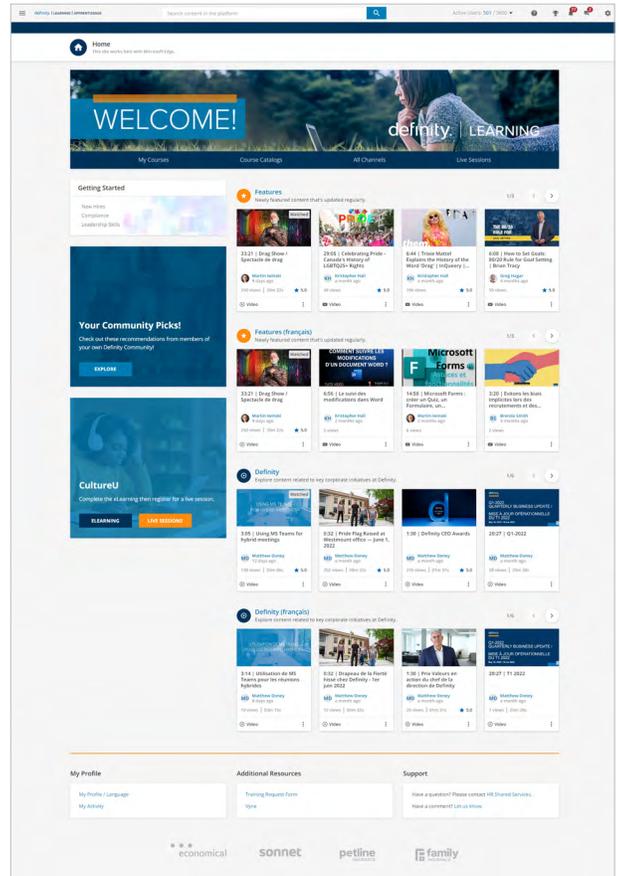
The screenshot displays the Docebo LMS interface. At the top, there is a navigation bar with the Docebo logo, 'definity | LEARNING | APPRENTICESHIP', a search bar, and 'Active Users: 501 / 3000'. Below this is a 'Live Sessions' section with a calendar for July 2022. The calendar shows sessions on Tuesday (High Performing Leader - AV..., CultureU Live - Understand...) and Wednesday (Leadership essentials - Lea...). Below the calendar is a 'Live Sessions' list with six items, each with a 'NEW' badge and a '5.0' rating. The items are: APD Upskilling - Written Communication, APD Upskilling - Time Management and Abeyances, Learn2Lead, High Performing Leader - AVP Session, High Performing Leader - Leader2Leader Panel, and #MyCoolCulture - Diversity @ Definity Learning Panel. Each item is marked as 'ENROLLED' and 'ILT (Instructor-Led Training)'. At the bottom, there is a copyright notice: '© 2022 Definity Insurance Company. All rights reserved.'

# Solution

## Docebo Learning Suite: a scalable solution to build a learning culture

Definity set itself up for success, starting by securing executive sponsorship and buy-in from senior leaders. Once everyone was aligned and on board, Definity's marketing team created a distinct and memorable (and bilingual!) brand identity for its new learning platform: Max Learning.

Docebo APIs allowed Definity to automate the migration of its existing training materials and enrolment info, saving time on what would have been an arduous manual process. But the company knew that if they wanted employees to dive deep into continuous improvement, they were going to need more content. A lot more content.



Definity paired its Max Learning platform with [Docebo Content](#), launching the platform with 100 new courses from the industry's top providers.

What a launch it was! Docebo's implementation team worked with Definity to ensure the launch was exciting and memorable, producing a 'Meet Max' hype video and creating a series of engaging tutorials in both English and French. It worked: in the first five days, over 40% of employees had met Max. And in the months that followed, that number would climb to 96% and then 100%.



By emphasizing simplicity, quick access to relevant content, and a strategic approach for the staggered implementation of all of the Docebo features, we saw an immediate upswing in usage and positive feedback.

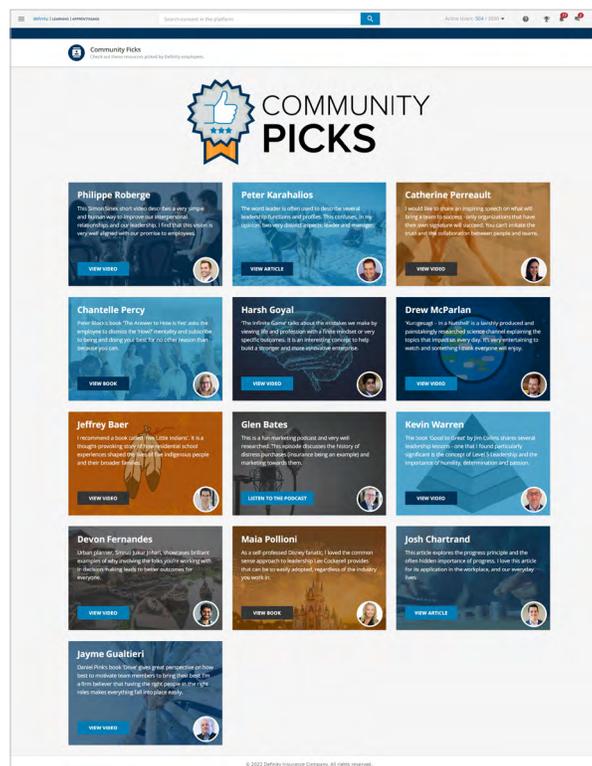
**Nicole Lavigne,**  
Manager of Learning and Development, Definity

# Result

## A vibrant culture of learning and performance

Definity had revamped the compliance training experience and curated effective training that helped employees grow. And the company quickly saw the ROI of rethinking the role learning played in its business.

User adoption went from 1% to over 65%, proving that when you make learning engaging, people take time to learn. Furthermore, when the training experience is intuitive, users don't drag their feet in completing it: by leveraging automated notifications to keep users on track, Definity was able to cut the time to achieve total compliance from 10 months down to seven weeks. Now, 80% of employees say they have opportunities at work to grow personally and professionally, which is [one of the best predictors of retention](#) and a key variable for attracting top talent.



Of course, Definity isn't finished. The company maintains its focus on continuous improvement, automating more processes and offering a growing library of relevant courses and training to keep its people at the top of their game.

As Definity's culture of learning solidifies, the company is also working to empower its people. Trainers will soon be able to manage their own content and updates and the "Ask an Expert" tool will be expanded to a searchable database, strengthening knowledge sharing and collaboration across the organization.

When you build a culture of learning, the future is always bright.



"We know that growing our employees through a learning culture contributes to new ways of thinking which help to make insurance better. Docebo has been the right partner to help Definity super-charge our learning culture with personalized learning experiences for our valued employees and broker partners."

**Marc Viola,**

VP of Organizational Development & Talent at Definity

**docebo®**

**Make L&D a competitive  
advantage and build a culture  
of learning and growth.**

**Create your one-stop-shop for learning today**