

CASE STUDY

**KNAUF**

# Lifting the Load: How Knauf Streamlined Learning with GuyKat and Docebo



**“GuyKat has been a fantastic partner in bringing our LMS to life.”**

***Anna-Lena Mathieu***

*Head of Global Learning at Knauf*

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At a glance...



Who are they?

Knauf is one of the largest independent building materials manufacturers in the world, operating across multiple regions to deliver sustainable and efficient construction projects worldwide.



Who are their learners?

Knauf’s learning audience includes **35,500+ internal employees from across the globe**, of which 5,000 are active at any given time.



What products and services do they offer?

Knauf provides a broad range of building materials, including drywall systems, plaster boards, ceiling solutions, and innovative insulation materials.

Background

Knauf’s vision was simple: they wanted to expand their internal learning and development through a single global learning platform. The aim was to share best practices across regions and divisions, including core business knowledge, leadership training, and specialised functional skills for specific roles. They also sought a system that could grow and scale for the future.

They needed a platform that supports training and development, provides multilingual capabilities to serve their global workforce and nurtures internal talent with deeper engagement. To achieve this, Knauf partnered with **Docebo and GuyKat**:



Renowned for its scalability and flexibility, Docebo was the ideal fit. Knauf wanted to build a dynamic learning ecosystem to support its transformation into a true learning organisation.



Known for its expert hands-on administrative support and consultancy services.

“Guykat’s speed, reliability, and continued support—right from the setup phase through to everyday operations—have been instrumental to the project’s success. They’ve made a real impact, and we are truly grateful for their dedication and expertise.”



Anna-Lena Mathieu  
Head of Global Learning at Knauf



What was the learning challenge?

Knauf faced the complex challenge of launching their Docebo platform from the ground up. They needed to navigate technical configurations, tailor the platform to their unique requirements, and ensure it was scalable enough to support a diverse global audience. Additionally, with a highly individualised and decentralised organisational structure, they required a solution that could **accommodate varied regional needs while maintaining a consistent learning experience**.

Beyond the technical setup, **driving user adoption and engagement across different teams and locations** was a key hurdle. Knauf needed a strategy to ensure seamless onboarding, intuitive user experiences, and a structured approach to content management and governance while aligning with their broader learning and development goals.

What was the solution?

GuyKat played a key role in helping Knauf’s team turn their Docebo knowledge into practical application. In essence, GuyKat managed the complexities of platform administration, freeing up Knauf to focus on delivering high-quality learning experiences - the bit that counts!

The solution focused on four main areas:

Support right from the start:

GuyKat consultants helped Knauf set up the platform to best manage a scalable global streamlined approach. They accommodated the individualisation needed for Knauf’s regions and divisions by taking the lead in localisation support, **seamlessly implementing multilingual elements** across Docebo and establishing a strong infrastructure from ILT training to gamification.

Optimised catalogues:

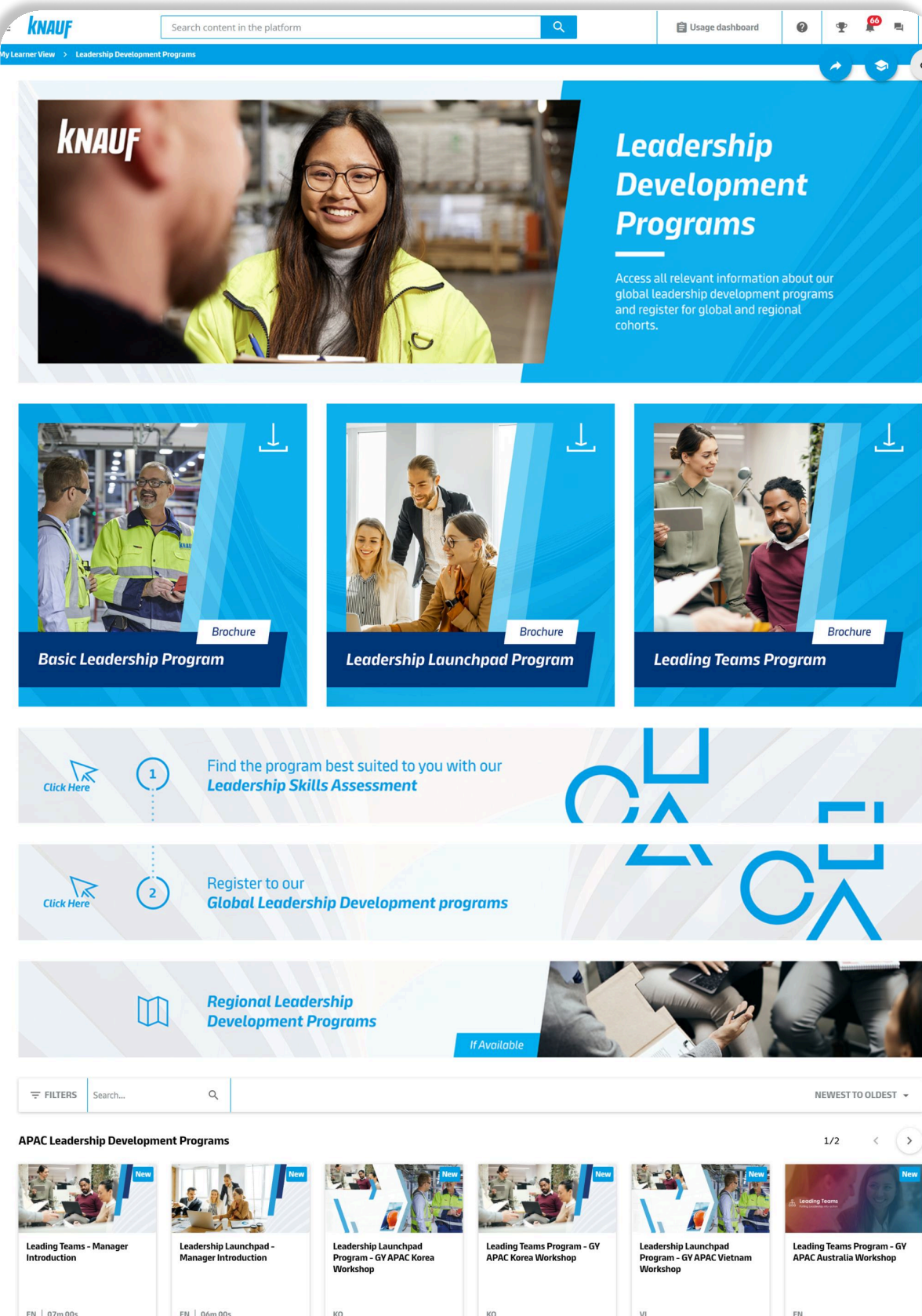
Knauf rapidly created **a vast library of content (over 7,250 courses) in multiple languages** but needed a structured approach to sharing this content instead of what became known as the "scroll of doom". To enhance the learning experience for leaders and functional hubs, GuyKat built **dedicated spaces for targeted programmes**. This consisted of **three interlinked pages** with curated resources, improving accessibility and engagement. Learning materials were structured into clear catalogues by region and **translated into over 25 languages**. This approach was also applied to other content areas, creating role-specific learning pathways, simplifying navigation, and ensuring learners could quickly find relevant content.

Hands-on Administration:

Beyond implementation, GuyKat continues to support Knauf with day-to-day platform maintenance and strategies to improve user experience. They also assist with an **internal support ticket system for ongoing queries**, acting as an extension of the Knauf team

A full team of experts:

Knauf’s partnership with GuyKat extends beyond individual consultants. By engaging with the whole of GuyKat, including designers and developers, Knauf benefits from the full GuyKat team. Led by an expert consultant, they can **implement customisations, API-driven bulk actions for efficiency**, and **visual design enhancements** such as custom icons and UI improvements.







**Solve all your learning needs  
with GuyKat & Docebo.**

**Want to know more?**

Get in touch with GuyKat. We'd love to talk.

