

*KnowledgeAdvisors Case Study*

Performance Improvement and  
Reduced Administration

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# Performance Improvement and Reduced Administration

## Case Study at-a Glance

### Company:

Large financial services firm

### Industry:

Financial Services

### Population:

Targeted audience of high cost, high profile programs

By using Metrics that Matter to conduct smarter measurement the organization saved \$400,000 in administrative fees to conduct detailed impact studies.

## Financial Services Firm Realizes \$200,000 in Increased Annual Profit Due to More Efficient Measurement

A major financial services firm needed to prove the impact and value of a targeted group of high cost, high profile learning investments. To do so the organization invested in a two-year initiative with a third party vendor to conduct rigorous impact studies on these programs. The organization planned to conduct 20 impact studies – at a cost of \$10,000 each – to gather this data. Ultimately \$400,000 would be invested over a two year period to conduct detailed impact studies.

At the same time the organization partnered with KnowledgeAdvisors to use the Metrics that Matter® learning evaluation tool to measure all other training investments in the organization in a practical and scalable way.

Realizing the significant investment to conduct impact studies, the organization wanted to validate that the results indeed provided a significantly higher value in terms of the business decisions that could be made. They found the results to be almost identical to those provided by Metrics that Matter.

## Smarter Measurement Creates High Impact Results

Upon reviewing data from both methods side-by-side decision makers saw that they could reasonably draw the same conclusions about areas for improvement and value from both sets of data.

Metrics that Matter transforms traditional learning evaluation “smile sheets” into impactful “smart sheets” that give decision makers tools to improve performance and reduce waste while using a process that requires virtually no administration. Data is collected right after training plus on-the-job feedback is gathered from both the learner and his or her manager in a completely automated process yielding results on satisfaction, effectiveness, impact, results, and ROI.

Upon seeing the alignment of results gathered by the two different methods, the organization decided to discontinue the remainder of the impact study project and use the more scalable solution provided by Metrics that Matter to measure and improve all training. By using the predictive capabilities of the Metrics that Matter data the organization made positive changes to training resulting in an estimated increase in profit of \$200,000 per year and by eliminating the impact study project the organization was able to realize a total savings of \$400,000 over the two year period by leveraging the Metrics that Matter tool to gather data in a more practical and scalable way.

