Generali transforms the training of its commercial network to a digital format

Generali Seguros is the trademark of Generali España, Sociedad Anónima de Seguros y Reaseguros. It is a Spanish insurance company that is part of the Italian insurer Assicurazioni Generali, its activity is based on offering insurance solutions both to individuals and to SMEs or large corporations. Characterized by a strong international vocation and present in more than 60 countries, Generali has consolidated its position among the world's leading insurance operators, with very significant market shares.

Challenges

The Generali team wanted to transform their commercial network training to a digital format without losing their professionalism and with excellent video quality.

Solutions

Deploy the distribution tool to broadcast the content on a private platform and stream on the Watchity player to offer a great viewing experience.

Benefits

They have reduced training costs while also generating and broadcasting high-quality content with a greater capacity to impact employees.

Challenges faced

The organization faced the challenge of transforming its traditional attendance-based training into a completely digital one while maintaining its professionalism and quality.

1- **Transform their enterprise training to a digital format** with high visual quality.

2- **Control the attendance and participation** of all the registered employees of their commercial network, as they did in the face-to-face training sessions.

3- **Reduce the costs** involved in training their entire commercial network.

4- **Generate on-demand multimedia content** for its employees. Upload the training sessions to the website, so that workers can consult and watch them whenever they want.
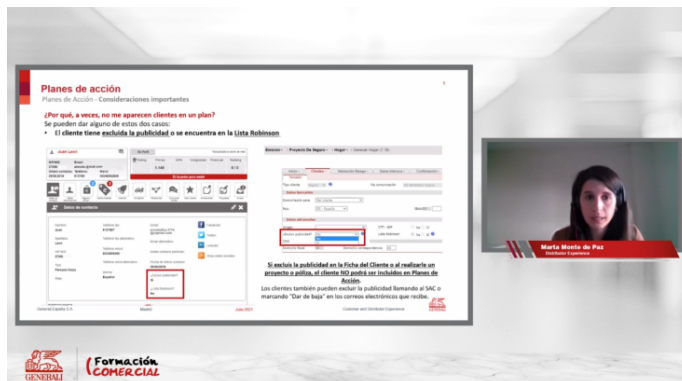
✅ Solutions driven by Watchity

When the Generali team contacted Watchity one of our video experts held some meetings with them to gauge their needs and develop their previous experiences further. This allowed us to subsequently define the best approach for the deployment of our platform, which included:

1- The **distribution tool**, to stream the live broadcasts produced by the Generali team and broadcast them on their private platform.

2- The **customizable player**, with viewing controls to play/pause the live streaming session and watch it again from the beginning.

3- The **tool to control attendance** and user registration.

> **" With Watchity we have reduced training costs while also generating and broadcasting high-quality content "**
>
> Generali, Business Unit Manager

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Benefits obtained

The organization had the opportunity to transform its face-to-face training into a digital format. It also sought to maintain its brand image while offering HQ content.

1- The team can now reach a greater number of employees in a single training session while also increasing the possibility of impacting the entire commercial network.

2- They have generated professional-quality content with affordable resources and without specific training, delivering an added value that allows them to have material for future employees without repeating sessions thanks to the VOD.

3- Viewers now have a more convenient way of receiving up-to-date information and training, doing away with the need to travel to the head offices or the physical event. The frequency of the sessions helps employees to be constantly aware of the key information they need to do their job.

4- They can monitor the attendance and participation of all registered employees in their network, as is often done in face-to-face training sessions.

5- Not only have they trained their commercial network, but they have also taken advantage of the platform to carry out internal communication actions.

6- The organization has cut costs in external production services and has saved money in traveling for trainers, speakers and employees.

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