

Success Story

Mutuaide

How game-based learning is used strategically in Mutuaide's training programs.

Main training areas in Mutuaide

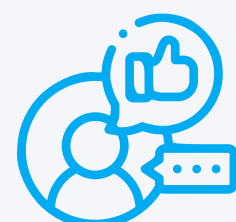
Mutuaide is the assistance subsidiary of Groupama. Since 1981, it has specialized in providing support to its policyholders, managing 850,000 cases each year. For 2021, Mutuaide's training goals focus on customer relations, collaborative work, teamwork, and project management.

Game-based learning as a solution

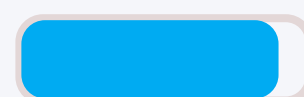
The training department received a proposal to use Gamelearn's services as a solution to improve employee training. Initially, a pilot program was implemented in the insurance management area with around 20 employees. The pilot was successful, as Mutuaide was able to quadruple its license volume.

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THE IMPACT OF GAME-BASED LEARNING IN NUMBERS:



Recomendation
88,1%



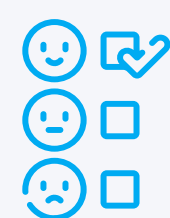
Completion rate
79,5%



Applicability
98,3%



Average ratings
7,8



NPS
16,9%



Given that the pilot program was a true success in the insurance management area, game-based learning quickly became popular within Mutuaide.

After a positive outcome, Mutuaide decided to include game-based learning in its training catalog for 2021. The training sessions were well-received by employees, and communication about game-based learning in Mutuaide spread through feedback from evaluators, who played a key role in encouraging others to show interest in participating.



The results of Game-Based Learning at Mutuaide

Thanks to game-based learning, Mutuaide has made significant progress in the field of training. A successful choice, as the results reflect very positive figures. Mutuaide has collected numerous testimonials from its employees, who express their desire to continue with game-based learning.

Over 60% of Mutuaide's employees managed their email and time better in 2020.

This improvement has been highlighted by management, who have noted a clear positive impact.

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Gamelearn responds to Mutuaide's needs

Mutuaide's main goal was to offer remote training to its employees, a concept almost unknown to the company. However, the health crisis forced the organization to adapt. With 98% of its training being in-person, Mutuaide needed to find a solution. Through remote training, game-based learning was successfully implemented in the company, valued by employees, and became a reference in training programs.

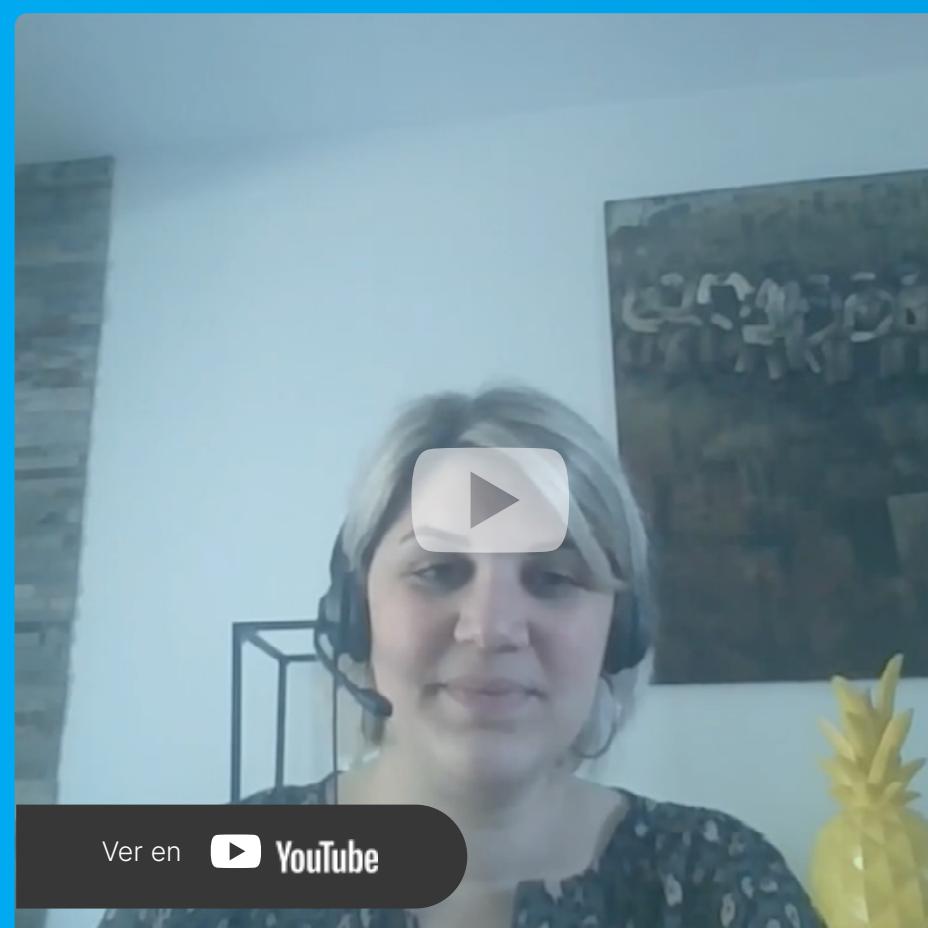
The strength of Gamelearn lies in offering various training courses tailored to all positions to create an impact within the company. Mutuaide started with game-based learning courses such as Triskelion, Echo, and Pacific. The success of these courses generated increasing demand, especially for the "2100" course for customer service. The games are more engaging and intuitive than traditional training, which led Mutuaide to expand its training offering to include current topics, such as "soft skills."

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Mutuaide's demand for remote training:

- ◆ An engaging training
- ◆ Training applicable to the job
- ◆ An innovative training
- ◆ An instructive training

Here you can see the full interview about the impact of game-based learning at Mutuaide:



[Watch the interview](#)

Gamelearn's training programs at Mutuaide:



Triskelion

Time and Productivity Management



Aqua

Learning to give feedback



2100

Customer Service



Echo

Coaching



Pacific

Leadership



Élodie Houssard, Training Manager at Mutuaide:

«It was a bet for the future, and it has been more than successful. The pilot project was a true success and allowed Mutuaide to offer Gamelearn's services to its employees.»

«We had to find something that would motivate, not an e-learning program where you spend three hours in front of a screen just viewing information. Gamelearn responds to this with fun and instructive training.»

«Employees are able to spend less time on non-priority tasks, which results in an increase in productivity.»

«We have found the solution for remote training, but one that truly motivates. It doesn't feel tedious. My intention is to continue with Gamelearn.»