

JTI boosts employee engagement (by 69%) and productivity (by 60%)

Industry: Consumer goods Program data Trained employees: 1,200 **Country:** 76 countries

Challenges

- Improving staff engagement and commitment through innovation in training.
- Training employees in JTI's new strategic skills.
- Encouraging self-development in learning.



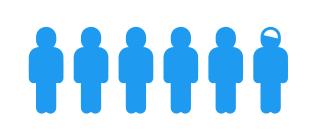


A game-based learning platform.





98.2% Applicability







-25

Industry average



0

49.1

NPS

(74,1 points higher

than average)

improvement



60% Increase in productivity

69% Increased team motivation and engagement





+35% Optimization of systems and processes



89.8%

Students who have improved some aspect of the business

90.9%

Students who have applied the material at work

