

## Case Study

# Explainer Videos for a Leading Global Financial Institution

Magic  
EdTech

### The Client

The client is an American subsidiary of a leading global financial institution.

### The Challenge

The client wanted to develop self-learning training modules to educate employees on company policies and guidelines. In addition, they wanted to include scenario-based training modules so that employees can relate to specific queries and get their queries answered.

### Critical Success Parameters

- ✓ Designing an instructional and visual strategy that matched the overall brand identity.
- ✓ Comprehensive coverage of policies, rules, and state-specific information.
- ✓ Modules to be made engaging and interactive.

### Our Approach

- ✓ Provided a two fold recommendation consisting of videos and quick view app
  - Videos were designed to provide an overview of the policies in a visually rich format. The App was created as a supplementary product to help users get a gist of the policies.
- ✓ Broad Instructional framework and visual guide created at the beginning of the project to ensure alignment.
- ✓ Audio recording was planned in batches to optimize cost and time - resulting in heavy cost savings.



### Key Result Highlights

**8** complex and critical concepts simplified

Reused Visuals and Characters and saved

**40%** time

Virtual training saved hundreds of hours of instructional time and HR support time