



LEARN

Designed **by** Learning Professionals...
...**for** Learning Professionals.

LEARN Case Study – Checkatrade – 500 people and growing rapidly!



Checkatrade.com

Who are they?

Checkatrade is a directory of recommended and trusted tradesmen who have been reviewed, vetted and monitored to meet Checkatrade's standards of trading.

Last year over 12 million people trusted Checkatrade to help them find a reputable tradesperson. People can search for tradespeople who work near them from anywhere in the UK. Members can be found from Caithness to Cornwall.

Checkatrade is a completely free service, where people benefit from accessing the trade experts' contact information immediately. Checkatrade runs strict background checks on tradespeople before they can become members, including at least 12 checks ranging from interviews to ID and qualification checks. Once they join, members agree to have feedback from their customers put online for all to see. They have published 4,831,206 reviews to date. No other directory of tradespeople uses this model.

Where they were

Checkatrade were looking for a UK based online learning partner for ease of access to support and someone who was far more attentive than a general software provider. In assessing a variety of solutions scalability was key, as they enter a period of growth and need to ensure they can continue to provide learning and development for everyone through a simple, accessible and modern online proposition. Checkatrade were also looking for a provider who understood learning and development and could provide ongoing information, advice and guidance to support their future journey.

Checkatrade did not have an integrated online learning solution within the business so wanted a system to fill this gap and align with their people strategy.



Checktrade - Provide LEARN to 500 employees



What we did

We worked with Checktrade to clearly understand their requirements and objectives, which was to initially focus on compulsory compliance training, therefore, creating a need for people to engage with the platform. We also used high quality e-learning from our library to add an element of fun to the courses. Checktrade were interested in using LEARN to promote social interaction across the business, so we built a forum area allowing users to share interesting articles, links and have general discussions on hot topics. We have also used the gamification element of the system and produced leaderboards for the whole business and departments, which is impacting on user rates and adoption, through friendly competition and the collection of badges on a Fitbit type basis. It is important to keep the system fresh, therefore recently we have configured an area in which users can access advice and guidance about mental health. Checktrade have also named their platform iLearn@CAT which typifies their approach to Learning and Development and strong 'people' focussed values they hold.



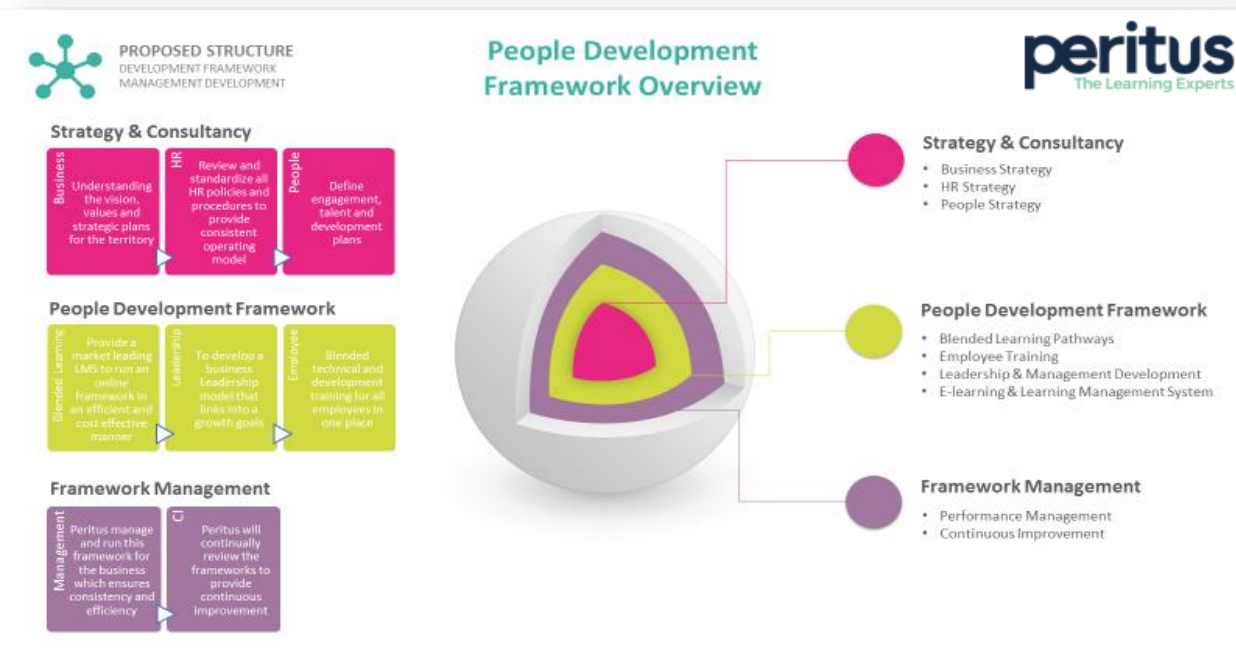
What they say

'People Matter is one of our most important values at Checktrade – because our staff are the key to our success. So we wanted a Learning & Development solution partner who understood how we could develop our people - not just software. Peritus LEARN is the driving force behind our staff development and is used by all our employees – to help train and empower them'

Graham Carter, Learning and Development Business Partner

Key impacts

- ✓ Continue to increase user rates through gamification
- ✓ Integrated with Office 365 to allow easy access for users, using the same credentials – Single Sign-On
- ✓ Enhanced social learning and communication within the business



Some LEARN Customers





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