

How Darwinbox Tripled Its **Active Learner Base** in Two Years with Enthral

Enhancing Workforce Learning



Industry:

IT Services & IT Consulting,
Human Resources Management Systems (HRMS)



Countries of Operations:

Over 130



Employee Size:

1,000–5,000 employees



Business Need:

Scalable, Self-Paced Learning for Employees, Partners, and Clients

Darwinbox, a new-age, agile Human Capital Management Platform (HCM) platform, is dedicated to automating HR processes, simplifying human interactions, and delivering actionable insights. Serving over 900+ customers and 3 million users across 130+ countries, Darwinbox needed a scalable training platform to support its expanding employee, partner, and customer base.



Key Business Challenges

Darwinbox faced a series of challenges that were symptomatic of its rapid expansion and diverse learner base:

● **Scalability:**

Darwinbox's learner base wasn't just expanding—it was diversifying. Initially catering to employees, the organization soon found itself in need of providing training for its partners and client admins as well. This growing audience required a scalable learning platform that could handle a variety of learning needs for its internal and extended enterprises audience without compromising on quality. The challenge was to find a system efficient enough to manage this extensive and varied group while delivering consistent and effective training.

● **Self-Paced Learning:**

The Darwinbox learner-base was not only large but also geographically dispersed, spanning multiple time zones and regions, making it impractical to have a one-size-fits-all training approach. A solution that allowed for self-paced learning was mission critical. This flexibility was essential to accommodate varying schedules and preferences, providing just-in-time learning opportunities that fit into the diverse routines and daily workflow of the different types of learners.

● **Learner Experience:**

Maintaining an intuitive and engaging learning experience for such a diverse group of learners was another hurdle. The platform had to be user-friendly to ensure high engagement and satisfaction among employees, partners as well as client admins. The need was for a system that made learning seamless and enjoyable to ensure that users could easily navigate through their courses, in turn, maintaining user satisfaction.

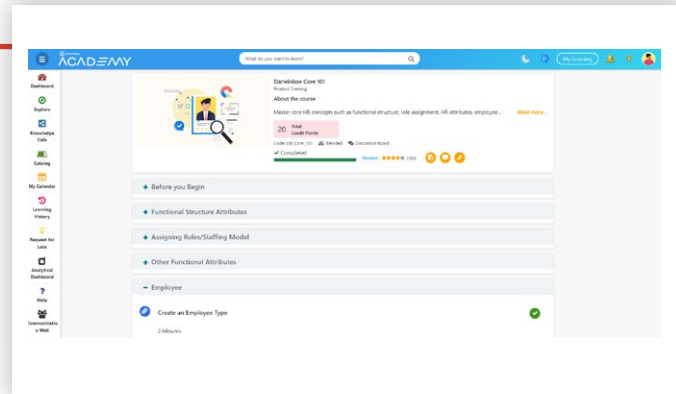
The Enthral Innovation

After a rigorous evaluation process, Darwinbox selected Enthral LMS, primarily for its alignment with their specific requirements and its potential to deliver results.

Here's how Enthral addressed Darwinbox's needs and took their L&D initiatives to the next level:

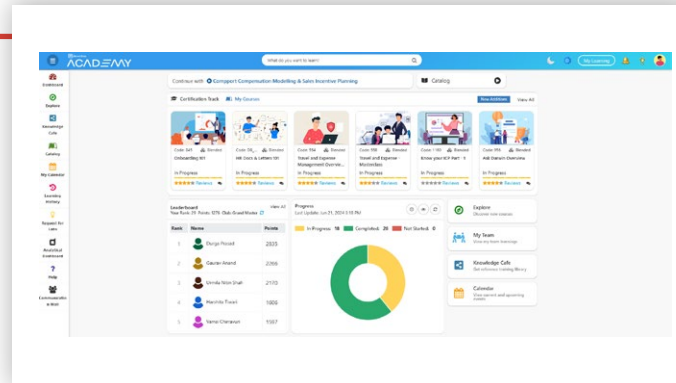
1. Table of Contents Approach

Darwinbox was particularly drawn to Enthral LMS' Table of Contents (TOC) or Chapter/Menu-based approach. This method provided a structured way for learners to access and navigate through learning modules. The organized method ensured that learners could easily find & complete the necessary modules without any confusion, which led to a smooth and efficient learning experience.



2. User Interface

The clean, intuitive user interface of Enthral LMS was another major factor in its selection. Despite varying levels of technical proficiency among learners, the platform was easy to navigate for everyone. The user-friendly design meant that learners from diverse backgrounds—employees, partners, and clients—could engage with the content seamlessly. This inclusivity also played a huge role in maintaining high levels of engagement across the board.



3. InfoSec Clearance

Given Darwinbox's need to cater to both internal and external learners (clients and partners), data security was a top priority. Enthral's solid information security measures provided the peace of mind necessary for Darwinbox to confidently extend learning opportunities beyond the boundaries of the organization. The security allowed Darwinbox to expand learning initiatives without any reservations, knowing that their data was protected.

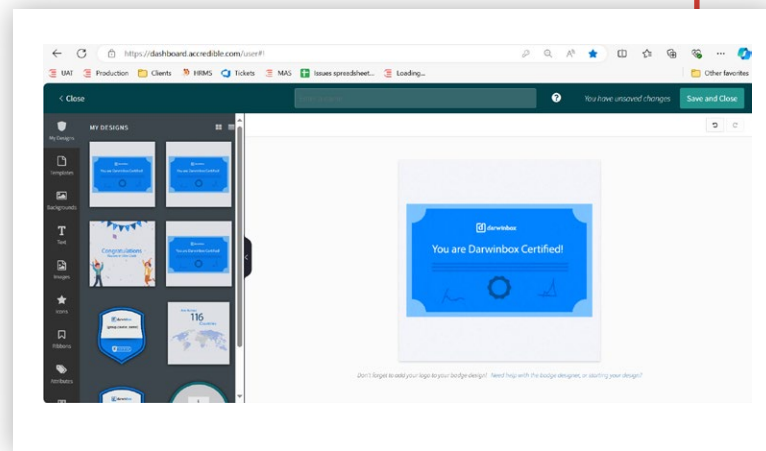
4. Key Integrations

A. Darwinbox HRMS

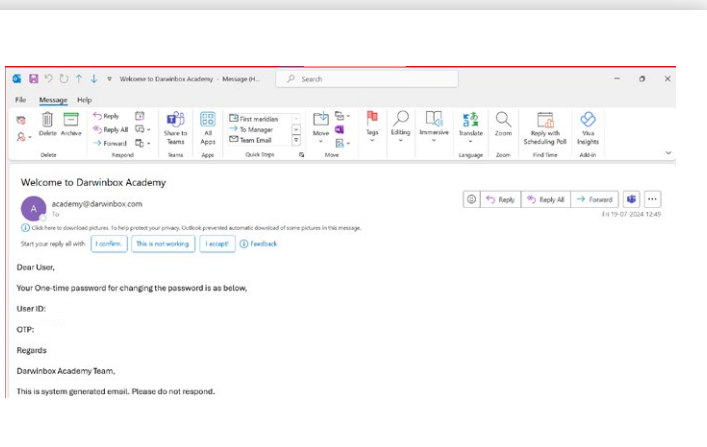
The seamless integration with Darwinbox's Human Resource Management System (HRMS) was critical for maintaining up-to-date learner information. This integration ensured that data was synced daily, easing out administrative tasks and keeping learner records accurate. Even if employees transitioned roles within the company, their learning paths and records were automatically updated, reducing manual intervention and errors.

B. Accredible

Enthral's integration with Accredible, a badging and certification platform, added a unique value proposition. Accredible gave Darwinbox's learners verifiable, one-click certificates that they could share on social media. Through API integration, Enthral was able to pass on the certification of data to Accredible, thereby motivating learners with the prospect of amplifying their social branding through certifications. This not only recognized learners' achievements but also motivated them to engage more deeply with the learning content.



C. Mail Server

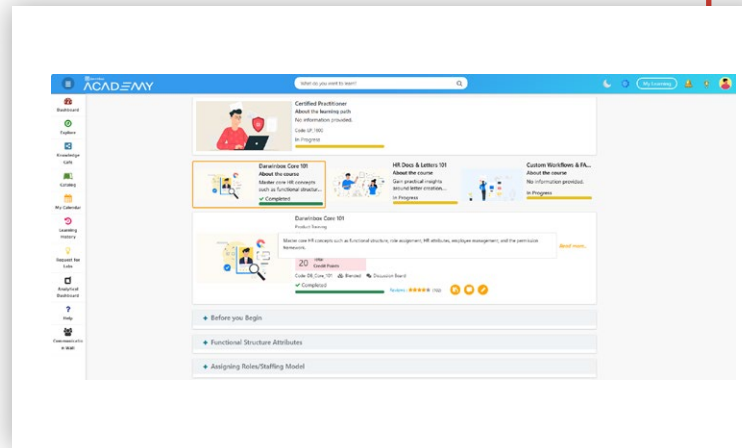


To ensure a seamless and reliable communication system for learners, Enthral integrated with Darwinbox's mail server using SMTP (Simple Mail Transfer Protocol) for emails, password reset requests etc. This integration played a chief role in automating and streamlining various communication processes within the LMS.

5. Personalized Learning Paths

The Learning Path feature in the LMS was essential for creating bespoke learning journeys tailored to different learner cohorts. New hires, seasoned employees, and external partners all had unique learning needs. Enthral allowed Darwinbox to craft personalized and effective learning experiences for each group, ensuring that everyone received relevant and impactful training.

Darwinbox could offer around 10 different, tailored learning paths to meet the specific needs of their various learner cohorts. As part of this, Enthral also addressed Darwinbox's enhancement request for stitching together courses into a cohesive learning path, which enabled them to link multiple courses in a logical sequence.



6. Streamlined Operational Process

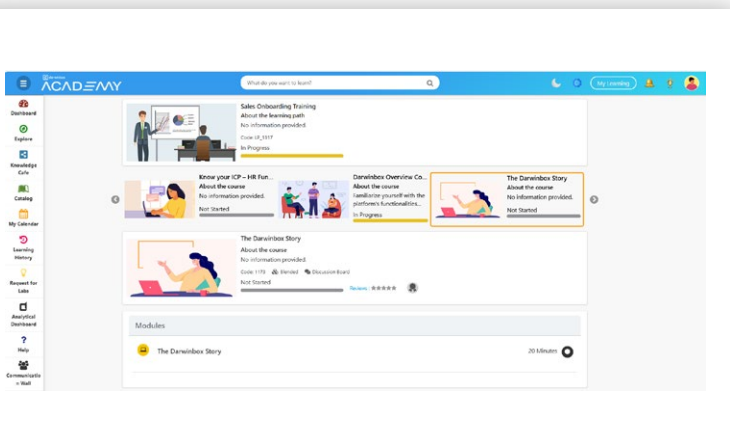
A. Quick Implementation

The Enthral team enabled a swift implementation process, taking just four weeks from project initiation to go-live. Their meticulous planning ensured that the system was up and running without any hitches, so that Darwinbox could start seeing benefits immediately. Besides, throughout the implementation period, the Enthral team's support was exceptional. Implementing the LMS solution meant excessive data migration related to learners' historical learning progress.

Plus, Darwinbox had their own custom rules, business workflows, and reporting needs to make their users' learning experience intuitive and hassle-free. During the time, daily stand-in meetings between both teams ensured clear communication and quick resolution of any issues. This supportive partnership allowed Darwinbox to navigate the transition smoothly, knowing they had a reliable team to back them up.

B. Seamless Onboarding

Within a month of leveraging Enthral, Darwinbox achieved its primary goal of running smooth onboarding for new hires. New employees were able to start their learning journeys immediately, engaging in self-paced learning and certification processes that helped them quickly adapt to their roles. Darwinbox could achieve its main objective of awarding course completion certificates within a month.



Key Business Outcomes

Enthral LMS effectively addressed Darwinbox's major pain points through a range of features and modules, transforming their learning and development processes. In the two years of association, Enthral built close to 40 enhancements to ensure Darwinbox's critical workflows and admin-related tasks were made seamless.

These led to a host of outcomes including:



60%

rise in
certification
rate

Enhanced Certification Rates:

The integration between Enthral LMS and Accredible led to a notable increase in certification uptake. Learners were motivated with the prospect of verifiable and socially shareable certificates. The introduction of these digitally verifiable and shareable certificates resulted in a 60% increase in the rate at which learners pursued certifications. Learners were motivated and eager to earn and display their credentials through social sharing.



5-hour

reduction in
time spent on
weekly reports

Improved Reporting and Analytics:

Darwinbox needed some key enhancements in their native reporting capability to meet their rigorous reporting and analytics requirements. Teaming with them, Enthral built key filters and custom-calculated fields to make their reporting and analytics capabilities more effective and efficient. This resulted in a significant reduction in the time spent on weekly reports, cutting the effort from 8 hours to just 3 hours. It also enabled them to manage the learning needs of around 4,000 active learners while tracking their progress.



3X

increase in
active learners
in 2 years

Spike in Number of Learners

Enthral LMS played a key role in expanding Darwinbox's learner base. Over the course of two years, the active learner count on the system increased by more than 3X, showing a remarkable surge. This growth was testament to how Enthral scaled up with Darwinbox's needs and supported their expanding learner community.



5X

increase in
certificates
issued

Increased Learning Uptake

Another significant impact of Enthral LMS was the boost in certification achievements.

The platform helped issue more than 7,000 certificates, marking a 5X increase compared to previous figures. This surge in certifications indicated the enhanced effectiveness of the learning experience and resultant rise in motivation among learners to complete their training.



100

client & partner
learner
testimonials

Growth in Client & Partner Testimonials

The user experience on Enthral LMS garnered positive feedback from the Darwinbox community. Almost 100 learner testimonials from clients and partners praised the platform's intuitive design and effective self-paced learning capabilities. This reflected the platform's high level of satisfaction and success in meeting needs of diverse learners.

“Enthral has been a valuable strategic partner for us as we aim to develop a strong network of professionals trained in Darwinbox. From the beginning, we have been impressed by their customer-focused approach, responsiveness, and accessibility. It is great to see a vendor who eagerly takes our feedback on board and develops new features to help us expand our reach, not just within our organization, but also with our partner and client communities. As we increased our user base by about three times in just two years, it’s clear that Enthral is dedicated to supporting our growth and prioritizing the success of Darwinbox!”

Sagar Garuda

Senior Director – Learning, Darwinbox

**Want to transform learning in your company?
Let’s explore the possibilities together.**

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