



**Customer story**  
Absorbie 2024 winner

## Crizy Austria Learning & Development Partner, OpsWerks

“ Absorb has empowered us to streamline internal processes, enhance user engagement, and achieve 80% of our project goals. Its intuitive tools and seamless integration have been pivotal to the success of our L&D programs and onboarding initiatives.



# OpsWerks Improves Efficiency and Performance of Learning Programs with Absorb

[OpsWerks](#), headquartered in Mandaluyong in the National Capital Region of the Philippines, is an IT services company that “werks” a little differently.

The company provides end-to-end digital, cloud, and security services to its clients to optimize their operations, cut costs, and boost efficiencies. Its unique spelling of the word “work” comes from an approach of putting “we” at the core of everything the company does.

Given the company’s people-first approach, its employees are essential to success. Ever mindful of who it hires, OpsWerks looks for “compassionate thinkers, clear communicators, and excellent executors” who bring deep experience in user experience, analytics, open source, IT services, and cloud management and migration to its clients.

Two key initiatives in this effort are the company's Academy Internship Program and The University. The Academy connects recent college graduates and new engineers with the OpsWerks production engineering team. It's a fast-paced and intense program, but fulfilling and successful interns are offered a position at the company. Meanwhile, The University is OpsWerks in-house engineering and cultural and behavioral training program, which provides up-skilling, growth and career path development of existing employees and leaders.

These initiatives are overseen by the company's Learning and Development (L&D) team while another team, People Business Partners, supports onboarding new hires — all using an incredible range of applications including Canva, Google Suite, Slack, Almanac, iMocha, HowNow, Pluralsight, and Udemy.

Unfortunately, this technology sprawl proved especially burdensome for both the L&D team and the People Business Partners. Vital resources were being pulled away from strategic activities to handle a significant number of repetitive, manual administrative tasks such as enrollment, course creation, assessment result tracking, grade calculation, report generation, and onboarding presentations. The breadth of applications also demanded program owners be proficient in every tool.

OpsWerks recognized that a Learning Management System (LMS) could overcome the challenges posed by having so many point solutions by integrating the many applications and meeting the needs of both the L&D team and People Business Partners.

# Bridging the integration gap

OpsWerks set strict selection criteria for evaluating and finding the perfect LMS.

## The solution needed to have:

Advanced course collaboration features so instructors, content creators, and administrators can work together seamlessly. In addition, it required automation capabilities, detailed reporting and analytics, observational checklists, and, of course, app integrations to streamline course development.

A diverse range of flexible tools and features to accommodate different teaching approaches, learning styles, and course formats, including traditional classroom-based instruction, online learning modules, interactive multimedia content, or blended learning experiences.

An intuitive and easy-to-use interface that simplifies navigation, encourages engagement, and enhances the user experience. The LMS selected also needed to have accessibility features to accommodate learners with diverse needs.

Support across multiple mobile devices, including iOS and Android smartphones and tablets, so learners could access course materials, participate, and complete assignments from anywhere.

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## Meeting and exceeding objectives

"Gaining stakeholder buy-in depended on our ability to understand our internal process and initiative improvement needs, as well as identifying the essential features we sought in acquiring an LMS," says Crizy Austria, Learning and Development Partner at OpsWerks.

"Our team meticulously researched various LMS options available in the market, assessing them against our specific requirements and objectives. Armed with data and firsthand experience from testing different systems, we recognized Absorb LMS was the optimal choice to propel us toward our organizational goals."

When deciding to adopt an LMS, OpsWerks set out six key goals and metrics around content variation, user engagement, usability, functionality, flexibility, and project success.

"Through the strong commitment of our Learning and Development team, with the collaboration of our People Business Partners and the cooperation of stakeholders, we seamlessly incorporated Absorb into both our Learning & Development courses and new hire onboarding sessions," Austria says.

She adds that the Absorb integration has had a profound impact on L&D projects and stakeholders.

Using Absorb's Project Manager, the company has been able to **streamline project management for efficient and timely completion of deadlines**. "Absorb's Project Manager remained composed and proactive, facilitating effective problem solving and smooth progress."

# Seamless learning success

Absorb's **user-friendly design has created a seamless learning experience, resulting in minimal complaints and “effortless navigation.”** In fact, Austria notes, reported issues are now mainly due to network connections. When there have been issues, she says the Absorb Support team has been exceptionally responsive, addressing queries and resolving matters with alacrity.

Absorb's impact on operational improvements can be seen with the company's successful recent launch of beta and new versions of the Leader of One, a key personal development course, on the Absorb platform.

OpsWerks has also seen its first batch of graduates from the Academy Internship Program, securing full-time positions at the company thanks, Austria suggests, to the “valuable skills and knowledge acquired during their training with Absorb.”



# Measuring **successes**

Absorb has provided **comprehensive, precise data and reporting for reliable analytics, giving the L&D team the valuable insights it was seeking into participant engagement, course effectiveness, and overall performance.** With it, the company has been able to make more informed decisions on how to optimize training and promote continuous improvement.

Measuring the success of its Absorb implementation against its six core objectives, OpsWerks has seen great success.



Content variation and user engagement were measured based on qualitative user feedback, while ease of use was gauged by the time required to complete tasks compared with previous tools. To meet functionality criteria, Absorb needed to include all features in OpsWerks criteria, and flexibility was determined by how well Absorb integrated with applications and data extraction requirements. Project success comes when all objectives are fulfilled.

To that end, the company has found that **Absorb's intuitive content editing tools have empowered its team to create easily digestible content, while from a user engagement perspective, learning courses and onboarding sessions have become more concise and engaging. Onboarding has been streamlined from three days to just one**, allowing People Business Partners to focus on higher-value tasks, while also improving the experience for new hires.

A thorough evaluation against the company's SaaS Evaluation Assessment found Absorb **achieved an impressive 95.2%**. Through internal OpsWerks testing, Absorb achieved a commendable score in its integration capabilities and a perfect score in data extraction.

The final goal, complete success, is on the horizon. Armed with Absorb, the L&D team has already **accomplished more than 80 percent of the progress toward its overall project goals**.

"In today's dynamic landscape, where AI, automation, and integration play pivotal roles in project success, selecting the right system applications is crucial for achieving our objectives and overarching business goals," Austria says. **"Our experience with Absorb has been immensely rewarding, empowering us to streamline internal processes and deepen our team's expertise in Learning Management Systems."**





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