



# creating **OPPORTUNITY.**

Symend Fuels Global Talent Acquisition Strategy with Absorb LMS



## **INDUSTRY**

Technology

## **USE CASE**

Employee Training,  
External Training

## **CHALLENGE**

Implementing a learning program to support talent acquisition and provide customers with essential training.

## **SOLUTION**

Multiple Absorb LMS portals set up to deliver blended learning to employees and customers.

## **RESULTS**

Highly engaged, growth-minded learners receiving training in a SOC 2 compliant LMS and a 100% completion rate for company compliance training.

## **Challenge**

Symend is a digital engagement platform provider using behavioral science and data-driven insights to empower enterprises to build stronger customer relationships. Headquartered in Calgary, Alberta, Canada with a growing number of dispersed employees spanning Canada, the United States and Latin America, the company understands the benefits of practicing the digital-first approach it promotes to its global customer base.

When looking to implement the company's first learning management system (LMS), Mark Brown, director of learning and development, was on a mission to find a solution that would support a core element of the Symend talent acquisition strategy. "One of the elements of our talent strategy is to provide world-class training to our people through a variety of forms—whether that be instructor led or asynchronous eLearning," said Mark. "We were planning to grow from 50 employees to around 300, and it was important that an employee's location wasn't a constraint for delivering on that promise."

In addition to training employees, Mark sought an LMS capable of securely delivering engaging training to channel partners and customers. "Operating in the financial tech space, privacy and security are extremely important. We needed an LMS with industry-leading tracking and reporting to achieve SOC 2 compliance—both part one and part two."

Like many fast-growing companies, Mark knew that Symend didn't have the internal resources to build its entire learning

program from scratch while maintaining the company's high standards for quality. "Part of selection criteria was to find an LMS with strong relationships with content partners,"

he recalls. "We were looking for a content partner with a robust enough catalog to meet our learners' diverse needs without breaking the bank."

## Solution

After reviewing several leading learning management systems, Mark selected Absorb LMS as the right one for Symend. "On top of having everything we needed, the design of the Absorb LMS portal and learner interface looked significantly better than the other options," he said. "And while it might seem like a slightly esoteric reason, the fact that the company is also in Calgary sweetened the deal for us. We think it's important to support other fellow Calgary-based tech companies." Working with the Absorb Software team, Mark developed and launched the Symend Learning Portal—a branded training hub for employees—alongside a second separately branded portal for channel partners and clients.

Symend launched both the Symend Learning Portal for employees and its external training portal with company-specific training and learning content from Absorb Software

content partner BizLibrary. Regarding the choice, Mark said "the content is perfect for our needs as we grow into a medium-sized company. The quality is better than we'd be able to produce in-house at this stage, and the price fits our budget."

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– Mark Brown, Symend

## Results

Since implementing Absorb LMS, training has become an integral part of the Symend culture. "Being able to deliver training at any time and place has made learning more accessible and more valuable to our employees, customers and partners," Mark said.

Every new Symend employee is now enrolled in the company's "Liftoff" program in the LMS. "Our Liftoff program is a comprehensive four-to-five-day onboarding

program that ensures everyone at the company has an understanding of how our platform works, how we market it to clients, the onboarding process for new clients and more," Mark said. "Everybody goes through it, whether they're the janitor or the CEO."

Recognizing the benefit of having teams learn together, Symend has also launched a comprehensive instructor-led training program through the LMS. As Mark explains it, the company delivers relevant monthly

instructor-led courses covering different areas of professional interest to employees. “For example, in November, to coincide with Remembrance Day in Canada and Veterans Day in the United States, we brought in a guest speaker to share insight about military leadership, and how to apply those principles in the workplace. Building on that shared experience, we keep the instructor-led courses fairly interactive, with breakout rooms, Q&A’s, etc.”

In addition to onboarding and professional development opportunities, Symend uses Absorb LMS to facilitate and track its compliance training. “Absorb LMS has everything we need to track and report on

various KPIs—including compliance. We deliver monthly reports to our executive team and provide both clients and auditors with reports to show our SOC 2 compliance as needed,” Mark said.

“ *From diversity and inclusion training to cybersecurity, using Absorb LMS to deliver training has kept us 100% compliant on training for important workplace issues.* ”

— Mark Brown, Symend

## About Symend

Symend’s digital engagement platform uses behavioral science and data-driven insights to empower customers to resolve past due bills. Leveraging advanced analytics, Symend helps enterprises better engage millions of customers by providing deep insight into consumer behavior. Symend continuously optimizes these insights and empathetically nudges customers towards a desired action with personalized communications, self-serve tools and flexible repayment options.

Symend’s relationship-based approach keeps enterprises attuned to the changing needs of their customers and empowers them to act. This increases customer satisfaction, lowers operating costs, and helps resolve past due bills before reaching collections.

Founded in 2016, Symend’s platform is purpose built to serve complex global enterprises in telecommunications, financial services, utilities and media. Symend is headquartered in Calgary and privately held, with global operations across Canada, the United States and Latin America. For more information visit, [symend.com](http://symend.com).



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