



Atrivity Case Study

Sanitas Seguros chooses Atrivity to advance employees' training

Sanitas Seguros

As a leading provider of private health insurance with more than 65 years of experience, Sanitas aims on providing the highest quality of care and improve the health of its members. Above all, Sanitas is the highest rated insurance company in Spain in terms of both quality of service and customer contact. For this reason, the company serves through convenience, compassion and programs centered on patients and their families. The company achieves this by offering its members an exclusive network and their own centers, the latest equipment and most modern treatments and good customer service. All of this enables the company to remain at the leading edge of technological developments and favorably provide over 2 million customers with high quality medical care.

Ilija Karadagic

Ilija has been the HR Generalist at Sanitas Seguros for 2 years and already launched several HR-related projects both internally and on a national level, across more than 40 offices around Spain. Ilija has been in contact with the digital world throughout his career and chose Atrivity to work with at Sanitas Seguros.

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Atrivity

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Atrivity helps organizations to make training more effective, measurable and fun. Moreover, it helps organizations improve the knowledge and performance of its employees and connect in a more attractive and lasting way with its customers.

Atrivity achieves this through game dynamics, which encourage an optimal, fun and measurable way of learning. Its wish is to help companies digitalize and increase knowledge retention by offering personalized games.

The challenges

Sanitas' professionals are the organization's key to success and require continuous training on among others specific products, sales techniques, data protection, technological development and the latest medical equipment.

Sanitas Seguros was looking for innovative and efficient solutions on the market, to further **reinforce and boost knowledge** and improve the way of onboarding new hires. Moreover, in order to reach its commercial goals, sales managers were given help in memorizing product information and developing their English language skills covering a specific insurance terminology. Last but not least, Sanitas Seguros is the most digital insurance company in Spain and therefore always must be looking out for new digital tools **to help digitalization** and incorporate new ways of operating.

Despite always being up to date and critically looking at other alternatives, the timing and need of Sanitas caused them to begin researching several solutions in the world of gamification. The company's aim is to engage even more with employees, by offering more mobile learning platforms, where it mainly focuses on coverage of new products and very specific things that employees need to know, as this continually changes.

In order to maintain its excellent position, Sanitas decided to implement a new tool for employees to be triggered and become more interested in training provided by the company. Also, the solution was used to **increase employees' development and performance**.

"It is all about the right time and the right place, Atrivity was on the market at the right time and at the right place offering a great product"

*Ilija Karadagic,
Learning and
Development Project
Manager at Sanitas
Seguros*



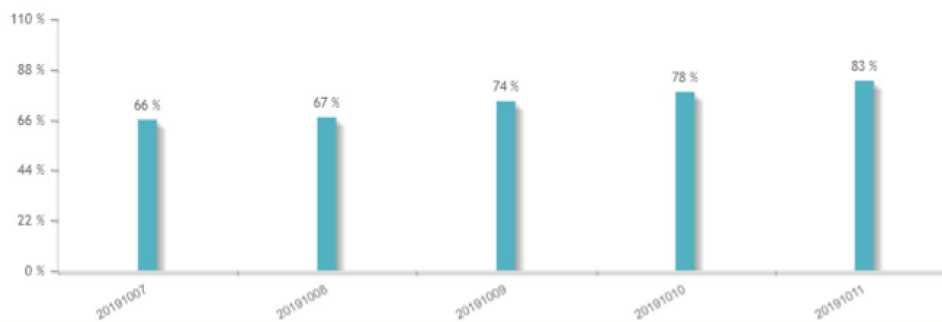
The project

The wide variety of games available in combination with the simplicity of the platform have both been reasons for choosing Atrivity. After the first one was completed by using the help of the Atrivity Customer Success team, the games were being designed by Sanitas Seguros itself. One of the objectives was also to get more insight about the general digital knowledge within the company. Besides, in this way, Sanitas Seguros could **identify relevant pinpoints** and how the company could improve.

Sanitas Seguros pushed the digital training for employees, in line with their digital positioning in order to get to know new digital trends and terminology.

The results

% Valid answers (day)



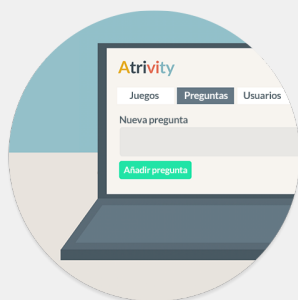
The graphic refers to one of the games Ilija created to reinforce knowledge of the Sanitas Seguros team: it indicates the game indeed helped improve knowledge and make players understand key concepts better. Conclusion: 17% knowledge boost after 5 days playing.

Ilija, who created and monitored results himself, remarks that with Atrivity it is easy to create, customize and launch a game. “Above all, it allows us to notice knowledge gaps that the employees might have”, thanks to intuitive analytics that have helped to reinforce knowledge gaps”. Employees at Sanitas know more, are happier and more satisfied.

Atrivity



Turn your training material into questions -very easy!



Set up your Atrivity trivia game in minutes



Invite the players, then watch the rankings and everything that's going on while they compete



Reviews and analyzes overall and individual results

Do you want to achieve more interesting involvement in your trainings?

Talk to an Expert