



# Finance Certification program

Finance and Mortgage Broker Industry

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### Background

CommLab India has designed and developed an online course for providing certification to insurance brokers. The course is aimed at those seeking to become qualified/ certified insurance brokers. It provides industry qualifications to beginners in the finance and insurance broking sector and to experienced practitioners seeking to enhance their knowledge and skills.

### Client Requirement

The client required a cost-effective e-learning course through which insurance brokers (learners) could get certified to work in the insurance industry. To develop the eLearning course, the client provided approximately 400 pages of Instructor-Led-Training (ILT) materials. The client's requirement for the course was that it should follow a practical approach so that learners could implement what they learned in their specialized work areas. They wanted the course to be instructionally and graphically rich as well as geared towards easy self-learning. Finally, upon successful completion of the quiz at the end of the course, a certification was to be given to brokers. The course had an impending launch date and hence needed to be developed within 3 weeks.

### Challenge

It was often observed that ILT or classroom training wasn't successful in meeting the learning expectations and diverse needs of new and existing brokers. Besides, the costs of investing in classroom trainers were also very prohibitive. Hence, the challenge was to develop a cost-effective yet engaging course.

An additional challenge was to apply an effective instructional design strategy and develop concise storyboards based on the 400 pages of content given by the client – all within a week!

Further, since insurance rules and policies change often, brokers would have to update their skills and knowledge accordingly, hence the course also needed to address this need.

### Solution

In order to address the client's requirement of a practical approach and overcome the challenges discussed above, the following strategies were followed:

- A detailed Content Outline was first made to expedite the development of storyboards. Resource features should include special links (URLs) for more information and pdf files.
- The course had real-life scenarios and exercises for the learners to relate to their day-to-day work.
- The Instructional strategy used addressed the learning needs of the brokers i.e. various insurance concepts were explained piece-by-piece with built-in interactivity. These were complemented by the inclusion of real-life scenarios. For example, various legal concepts such as Standards and Codes of Practice were explained using scenarios to ensure learners' understanding and provide relevance in their day-to-day work.
- An interactive course was developed using a rapid development tool which was fast and cost-effective.

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- Some practice exercises with interesting questions were given for learners to think about and write. This helped in learners' involvement and reinforcement of learning.
- For understanding financial terminology, a glossary was created, which was accessible from anywhere in the course. To make it easy to update the course with information on new insurance policies, a resources section was added to the course interface

## Result

A cost-effective and engaging eLearning certification course for insurance brokers was developed. The client was very pleased with the dynamic nature of the course, the choice of images used and the balance between interactivities and assessments.

## About CommLab India

CommLab India ([www.commlabindia.com](http://www.commlabindia.com)) is a Custom eLearning Solutions Company based in India. Since 2000, it has been providing state-of-the-art eLearning services to organizations across the world in the areas of Learning Consultancy, Custom Courseware, and Learning Technology. Some of our reputed clients are **BC Hydro**, **George Washington University**, **Kawasaki** and **Deloitte**. We are preferred vendors to some of the Fortune 500 companies like **Alcoa**, **Unilever** and **Pepco Holdings Inc.**

## Sample Screenshots:

