



## AT A GLANCE

- Reduced costs with in-person training and instructor travel.
- Engagement of more than 24,000 employees in deskless courses and knowledge trails.
- Modernizing the learning journey with features such as microinteractions in content, QR Codes, and gamification.
- Agile and standardized training for different CEJAM health units throughout Brazil.
- Integrated tools for managing and monitoring student performance.



**“In the past, there were few options for distance learning platforms. Today, the market is full of alternatives, but the challenge is finding companies that have a clear roadmap and deliver on their promises. With Enabley, everything that was agreed upon beforehand happened—and continues to happen afterward.”**



**Prof. Dr. Rogério Bellot**  
Director of CEJAM School

## Challenges

CEJAM needed to scale and standardize its training strategy, previously centered on in-person and geographically limited models. The institution faced challenges such as: high logistical costs for training in different locations; system instability; difficulty engaging with technical and recurring content; and a lack of deskless resources for SUS teams, such as security, nurses, doctors, administrative staff, and receptionists.

## Solutions

Since 2023, CEJAM has adopted Enabley to digitally transform its training strategy. The platform has excellently met the key criteria defined by the Corporate Education team, offering:

- Responsive platform adapted to different devices, including in the field.
- Rapid creation and distribution of training paths with multimedia resources, microinteractions and gamification.
- White-label mobile app with offline functionality.
- Integration with WhatsApp for 1st level support.
- Automated management tools: progress reports, certificates, and live attendance tracking.
- Subaccounts for different projects and clients.
- Enabley integrates with corporate BI, expanding the visibility of learning indicators.

## Outcome

- **Overall NPS of 96.7%, measured by reaction evaluation, with highly positive feedback from professionals across different areas.**
- Significant reduction in operating costs by transforming in-person training into hybrid or distance learning.
- **Accelerated engagement in redesigned courses:**
  - In the PGRSS course, the average completion time fell from 4 months to 20 days **(a reduction of 83%)**.
  - In soft skills courses, the average time for first access went from 4 months to 26 days **(a reduction of 78%)**.
- Implementation of critical training with agility.