

enabley Case Study



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.

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“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.