

West Bend Insurance Company helps YMCA through eLearning



[West Bend Mutual Insurance Company](#) is an insurance carrier with customers that span many different industries. The specialty lines division of West Bend provides coverage for a very specific group of customers, including YMCAs, child care centers, and social service organizations.

Industry
[Financial](#)

Solution
[Customer Training](#)

The Challenge

West Bend provides coverage to over 200 YMCA locations across 10 states. In addition to an insurance product, West Bend evaluated the possibility of offering a value-added service which included online trainings related to safety, child abuse recognition, and emergency-preparedness to YMCA employees and volunteers.

Before implementing Litmos, West Bend utilized a small team to conduct some in-person trainings at YMCA. However, in order to provide even more services to a growing YMCA customer base, West Bend needed to increase their training offerings and effectiveness. West Bend started looking for an LMS to meet the following criteria:

- Hands-off approach for internal users
- An intuitive way for the customer to administer courses and add users
- The ability to host different content types, including videos, pages of information, and other training documents
- A mobile application for both administrators and learners
- Very fast time-to-deployment

The Solution

West Bend chose Litmos because it was a cloud-hosted solution that was able to meet all of the needed criteria without requiring additional technical resources. Litmos's intuitive user interface made it very easy for YMCA users to administer their own courses, manage their teams, and add learners. West Bend has had to dedicate very few internal resources to overseeing Litmos and the online courses offered to the customer.

The Results

Currently there are eight courses deployed for YMCA users. Due to the success of this program, West Bend is looking to roll out more online training to its customers down the road.

"We had a very specific use-case and we were looking for a solution we could **deploy right away**. This is something we had with Litmos."

*- John Oliver,
Marketing and Safety
Specialist*



More Courses = Expanded Reach

Since deploying Litmos, West Bend has added courses to its offering related to safety, child abuse recognition and dealing with blood-borne pathogens.



New Accounts

West Bend has been able to write new accounts that could not have been written without Litmos as part of its offering.