



Empowering a Digital-First Workforce Through E-Learning

CASE STUDY

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Client Overview

A leading telecommunications and digital services provider in Malaysia, with a nationwide presence and a clear strategic focus on becoming a digital powerhouse by 2030. As one of the largest employers in the region, the organization sought to align its workforce with its future vision by building core digital competencies across all departments.

The Challenge

In pursuit of its 2030 transformation strategy, the client recognized a critical gap in digital readiness among its employees. Key challenges included:

- **Limited digital fluency** among non-technical staff
- **Unfamiliarity with key digital concepts** like cloud computing, automation, and cybersecurity
- **Low engagement with traditional training formats**
- **A need to foster a digital-first mindset and cultural shift across the organization**

The goal was to launch a foundational learning initiative that would:

- Equip employees with **practical digital knowledge**
- Encourage **confidence in using digital tools**
- Align personal development with the **organization's digital strategy**



Cybiant's Solution

Cybiant was selected to design and deliver a comprehensive Digital Literacy e-learning program tailored to the organization's goals and culture. The project approach focused on accessibility, relevance, and strategic alignment.

Program Highlights

Foundational Digital Skills: Content covered key digital topics including cloud computing, cybersecurity, data literacy, automation, and digital transformation—all contextualized for a telecom environment.

Story-Driven Scenarios: Each module included relatable workplace stories, bringing digital concepts to life through practical, everyday applications.

Interactive Design: Engaging formats like quizzes, decision trees, knowledge checks, and role-based learning paths increased learner motivation and participation.

Flexible Delivery: The course was optimized for both mobile and desktop use, allowing employees across locations and departments to participate at their own pace.

Trackable Outcomes: Completion and performance data were seamlessly integrated with the company's LMS, enabling transparent tracking and reporting.



Implementation Journey

Cybiant executed the project in the following phases:

1. Needs Analysis & Stakeholder Engagement

Interviews with department heads to understand user needs

Alignment with the client's marketing and digital transformation roadmap

2. Instructional Design

Development of a clear learner journey, with measurable learning outcomes

Integration of storytelling elements to reflect day-to-day job functions

3. Course Development & Testing

Production of multimedia content

Internal testing and iteration based on pilot feedback

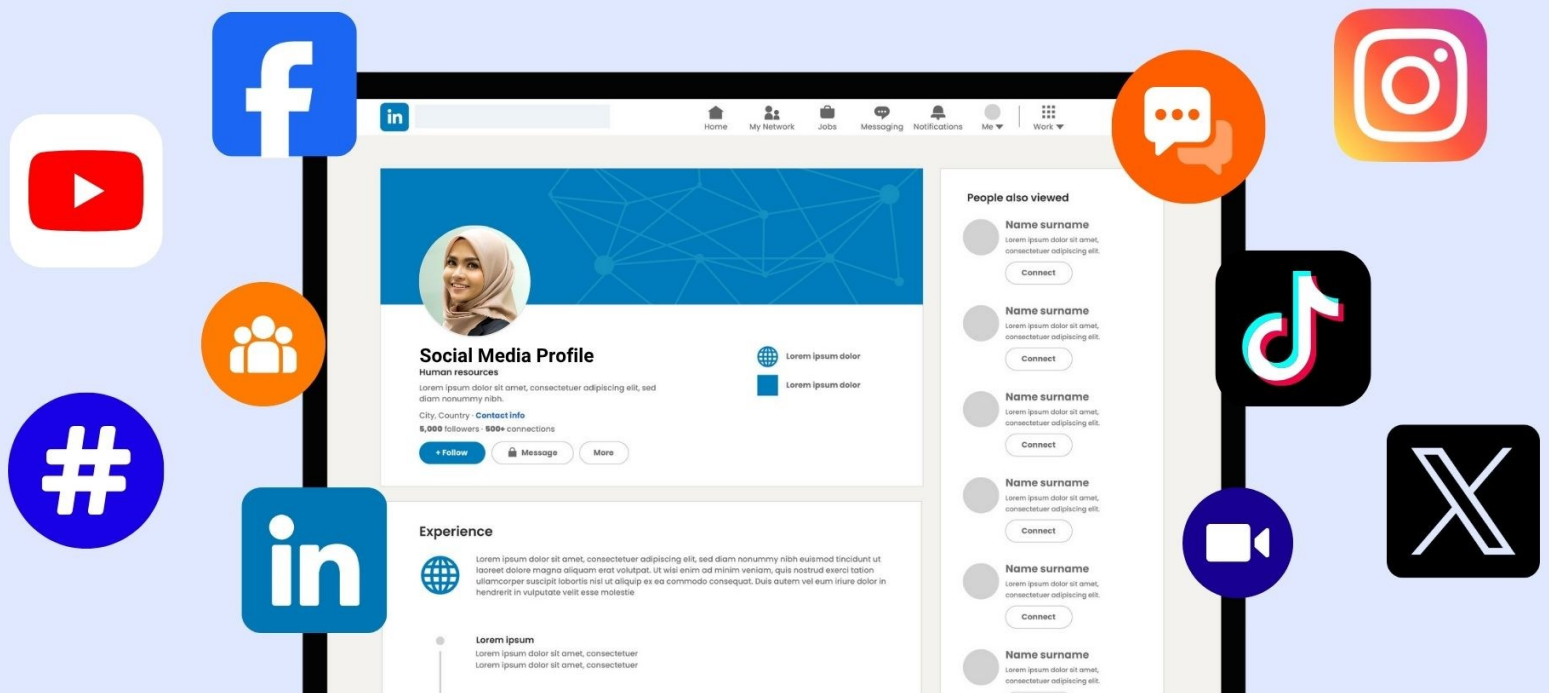
4. Deployment & Support

Launch through the corporate LMS

Ongoing learner support and communications plan to boost adoption



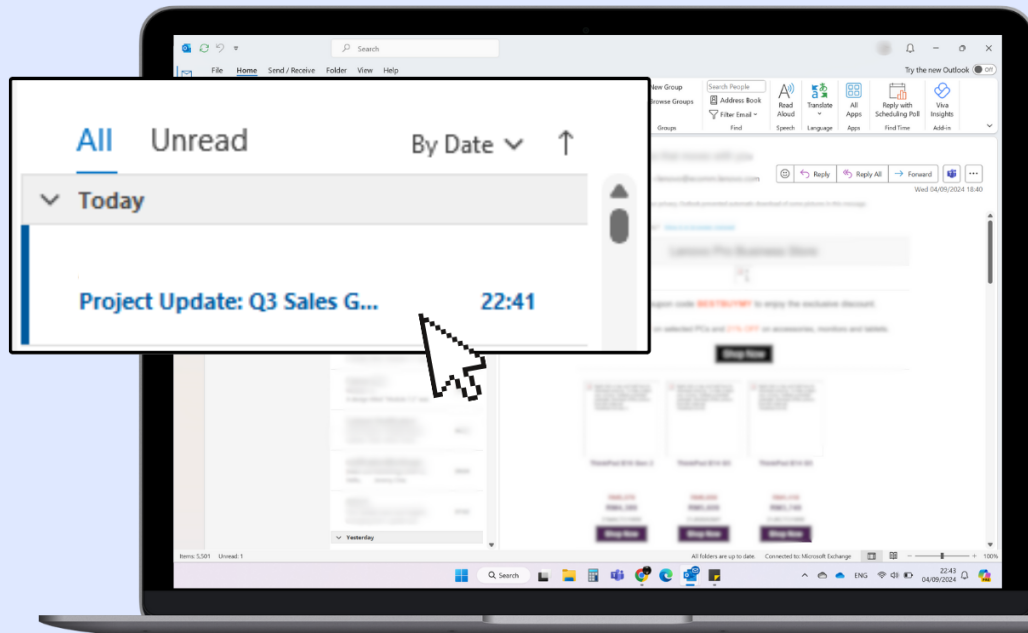
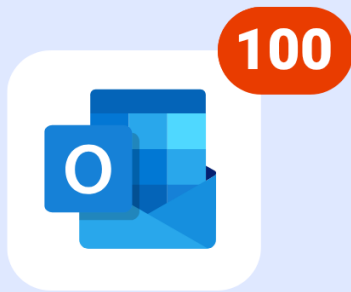
PERSONAL BRANDING





CLEAR SUBJECT LINES

Providing a clear subject line also helps to attract the reader's attention.



Outcomes & Impact

The Digital Literacy program exceeded expectations and created a strong foundation for long-term digital transformation.

Key Results

- **Over 11,000 employees** completed the course, demonstrating broad organizational impact
- **100% tailor-made content and design**, built specifically to align with the client's internal strategy and branding
- **Strong integration of real case studies and strategic context** to illustrate relevance and drive home key messages
- **Delivered on time** within the agreed project timeline, ensuring alignment with strategic rollout plans

Lessons Learned

- **Cultural alignment matters:** Tailoring content to local context and internal goals boosts adoption
- **Engagement drives outcomes:** Interactive formats outperformed traditional slide-based training
- **Start with literacy before specialization:** A baseline of digital understanding is crucial before introducing more advanced topics



**We help companies
win in the data
economy.**

Cybiant is a global consulting and learning firm dedicated to helping organizations thrive in the digital era. We specialize in data-driven transformation, automation, and digital capability building. Our tailored learning solutions ensure organizations don't just adopt new technologies—they build the competencies to lead with them.

Want to learn how Cybiant can help transform your workforce? Visit www.cybiant.com or contact us to explore our digital capability programs.



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