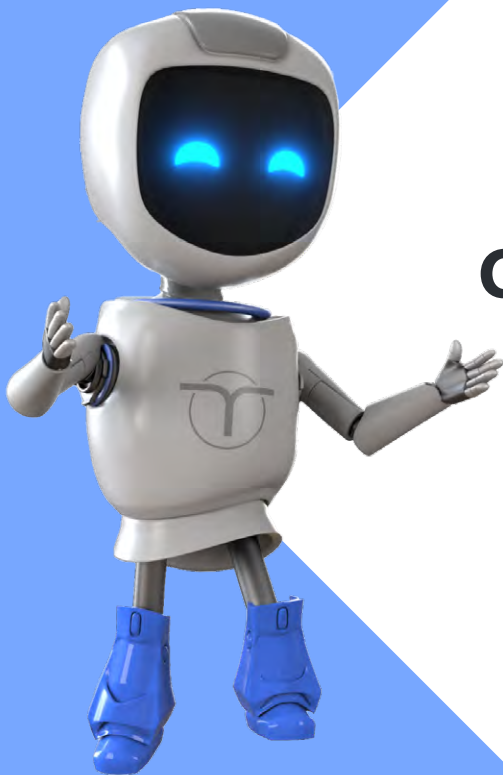




TRAINING COMPANIES

CASE STUDY



**How Ascendis  
increased recurring  
client revenue by 30%  
with Code of Talent**



[www.codeoftalent.com](http://www.codeoftalent.com)

# DO YOU RUN A TRAINING BUSINESS?

If the answer is **YES**, growing revenue has been a concern especially given recent economic turbulence. The digital revolution has also led many to question the traditional way of delivering corporate training. The solution isn't to argue against digital learning but rather to ride the wave by working with a partner that can smooth the way.

**Code of Talent** has solutions for training businesses to help you access new revenue and grow your business faster.



## THE ISSUES AT HAND

### Adopting a digital business model

Today is not only about delivering webinars, it is about providing agile solutions featuring high speed, flexibility and collaboration – think about it terms of delivering a truly digital experience. As a training provider you need to be able to bring your courses to a much wider audience while optimizing your capacity utilization, in order for your business to thrive.

### Establishing a recurring revenue stream

Training companies are normally faced with the issue of always finding new clients or developing new offerings to attract new revenue. Nowadays, for your business health you need to create recurring revenue streams. While there is a trend to return to in-person training, technology can help add more value to your services by adding a digital follow-up that helps participants not only learn new skills but also start applying on the job.

By going truly digital you can even expand your offering to take on training courses that were traditionally fulfilled in-house. That means access to high-demand training areas like compliance, health, and new hire onboarding.

### Delivering learning experiences with clear ROI

Think about a conversation with a client that would be deployed for a month, with in-person training and digital follow-ups. The participants will not only be able to learn new skills, but also apply on the job what they are learning and the client can see in real time how participants are doing and scoring.

# WHO

Established in 1997, **Ascendis** is one of the largest training and development company in Eastern Europe. It has a team of over 70 consultants and facilitators, a portfolio of more than 500 returning clients, 7500 days of training in 3500+ session over the last 3 years.

Over the past 20+ years, **Ascendis** has consolidated its position as market leader in organizational development, with the highest turnover, number of projects and customers.

In 2018, **Ascendis** expanded in the ADRIA region (through their Serbian office) and in Ukraine.



**2023 - 2024**  
**ACTIVITY REPORT**

**3531** PARTICIPANTS

**623** PROGRAMS

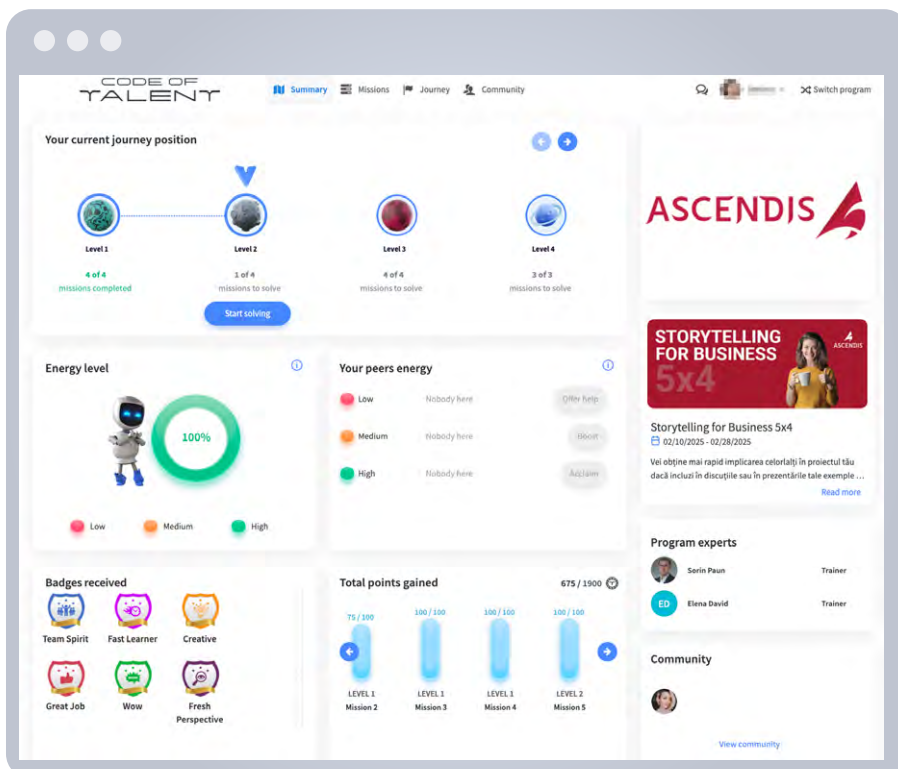
**85** TRAINERS

# WHY

Establishing a recurring revenue is always difficult for training companies and **Ascendis** makes no exception. The company wanted to **transform offline training delivering services using technology** and extend the current success.

Although there was a trend to return to in-person training after the pandemic, Ascendis knew that digital follow-up can bring an extra added value to their offerings. They didn't want to replace traditional training, however they wanted to help participants apply what they learned once the courses were over. Hence, digital follow-up came up naturally, as a high added value extension that their **clients were ready to pay for**.

**Ascendis** was looking for a solution to become **a competitive player in a hybrid learning world**, to earn extra revenue from the same content and clients - adding value to the learning process. In other words, **establishing a recurring form of revenue**.



**2 X FAST LEARNER**



**2 X ANALYTICAL**



**2 X CREATIVE**

# HOW

**Code of Talent** came in to help **Ascendis** deliver quality content through a **flexible, fully customizable microlearning platform** that help participants apply what they learn.

Ascendis main subjects were delivered in a traditional format, in-person, for 200 clients, within more than 7500 hours of courses.

They adopted a hybrid form of delivering their services using **Code of Talent**. This meant taking their already existing content and adapting it to do **digital follow-up** that moved the scope of work towards implementation, applying when they have learned.

Creating a **digital environment**, animated, easy to access and learn by all participants anytime, anywhere, from any device.

By using the **principles of microlearning** in transforming their content - highly compressed and content-focused learning sequences. Learning in intervals of maximum 10-15 minutes matches the working memory and attention span of the brain.



## MAIN SUBJECTS

LEADERSHIP

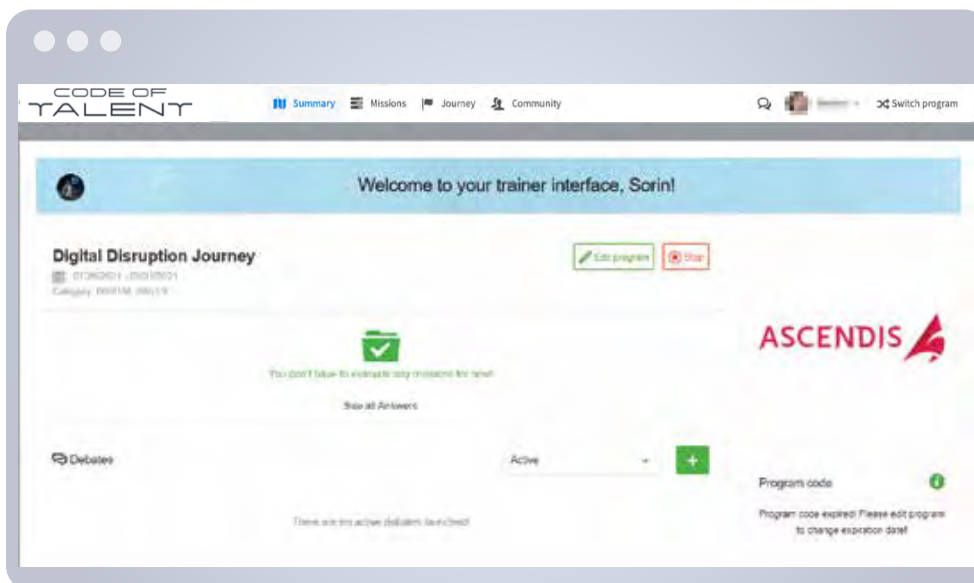
CHANGE MANAGEMENT

SALES ENABLEMENT

PROJECT MANAGEMENT

CULTURAL TRANSFORMATION

CUSTOMER EXPERIENCE



MOBILE



DYNAMIC



PRACTICAL

**GROWTH MINDSET 5x4** In progress

10.02.25 - 28.02.25 0 %

**Growth Mindset 5x4**

La Ascendis, credem că abilitățile și inteligența nu sunt statice – ele pot fi dezvoltate și îmbunătățite. Vă încurajăm să priviți dezvoltare...

Program progress (0/ 21 missions solved) Level 1 / 5

**STORYTELLING FOR BUSINESS 5x4** In progress

10.02.25 - 28.02.25 100 %

**Storytelling for Business 5x4**

Vei obține mai rapid implicarea celorlalți în proiectul tău dacă incluzi în discuțiile sau în prezentările tale exemple vii sau povești de...

Program progress (7/ 19 missions solved) Level 2 / 5

# WHAT

**Code of Talent** offers a **high degree of qualitative and quantitative measurement**, the performance indicators of the project being constantly monitored. This allows prompt interventions in customizing the solution, even on the go. We look, in particular, at the **engagement rate**, the number of **active accounts**, the **daily average of users**, the time spent on the platform, without losing sight of the **user experience**.

Participants could learn on the job, in a flexible mobile way, all the while applying what they have learned.

**Ascendis** was able to deliver trainings that were about more than transferring knowledge and it shifted towards application. This meant that companies could now measure the ROI of their training, leading to more satisfied and recurring clients for **Ascendis**.

**Ascendis** now has over 200 repeat customers every year, with a turnover of 7.5 million in 2021 and 20% of their business comes from digital follow-ups programs with **Code of Talent**.

**The results of the digital follow-up were outstanding!**

**30%**

**CONVERSION RATE**

from the existing clients



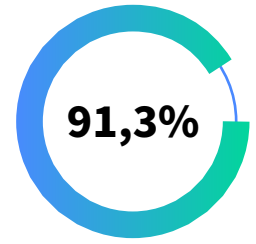
**30,819** ANSWERS



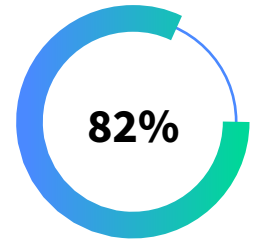
**12,500** LIKES



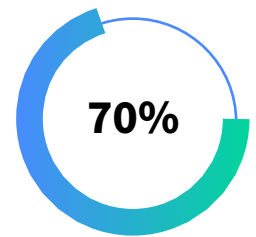
**12,216** BADGES



ENGAGEMENT RATE



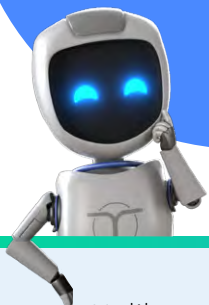
COMPLETION RATE



ENERGY RATE

**4,9**

**training rating**



Unlike traditional e-learning solutions, which test memory exclusively through automated testing, **Code of Talent** starts from the principles of **microlearning** (small learning units and short-term learning activities), over which it builds various types of challenges capable of developing highly valued skills in the current economic context - problem solving, storytelling, critical thinking etc., which cannot be automated and whose integration is **continuously assisted by a trainer**. In addition, **the connection between learning and execution takes place in real time**, by solving “missions”, which are, in fact, tests for skills established through training.

# ABOUT CODE OF TALENT

**Code of Talent** is an award-winning SaaS platform that helps employees learn and apply fast, in a very dynamic environment with minimum training time, minimum costs and on the job live impact.



Code of Talent does not go unnoticed



## Best platform to transform knowing into doing and training into gaining.

From knowledge transfer to skill development and comprehensive business execution programs, **Code of Talent** allows corporate trainers and business managers to flexibly design and deliver **100% custom-built digital microlearning journeys** to their teams.

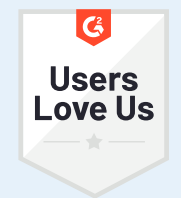
To help training companies grow faster we have launched our **PARTNERSHIP PROGRAM**.  
By joining it you can earn a commission when a corporate client starts delivering its learning journeys through Code of Talent.

# MARKET RECOGNITION

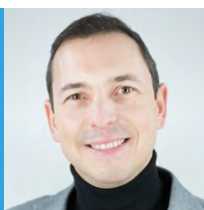
## ENTERPRISES



## TRAINING COMPANIES



**Talk to us**



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