

Hong Leong Bank Implements e-Learning with Appstronic's IMC Learning Suite



Hong Leong Bank (HLB) is always committed in educating their staffs on our country's laws and regulations, as well as their company policies and procedures, which are required in performing day-to-day job responsibilities.

In the effort geared toward a more accessible and intuitive way to learn these compliance training, HLB has initiated an e-Learning project. HLB appointed Appstronic, the e-learning solution provider, to deliver Europe's leading enterprise level learning management system – IMC Learning Suite – and build interactive and engaging online course materials.

Appstronic, e-Learning Solution Provider, founded in 2010 by Liang Ee Hang and Nicholas Chua, specializes in developing e-Learning Courseware, setting up Learning Management System (LMS) and e-Learning Mobile App in the South East Asia region, primary focus in Malaysia, Singapore and Indonesia.



Appstronic is proud to be the partner of IMC – the owner of IMC Learning Suite. IMC has been built on a strong history of innovation; as a spin-off of the Saarland University (Germany) the company was established in 1996 by current supervisory board chairman Prof. August Wilhelm Scheer together with today's board members Dr. Wolfgang Kraemer, Frank Milius and Dr. Volker Zimmermann.

Amway Global Education plays the roles in developing many self-directed web-based training (WBT) for Amway Global (North American affiliate). Design Document of the WBT was also published to detail out the Instructional Strategy and Design Overview. This Design Document is then to be served as the guideline for Amway Corporate in other markets to localize the web-based training.



Compliance Training Using IMC Learning Suite

Hong Leong Bank has adopted the IMC Learning Suite as their e-Learning platform to streamline the delivery of compliance trainings to its workforce. By serving interactive and engaging online courses on the platform, Hong Leong Bank delivers compliance training in areas such as Anti-Money Laundering and Counter Financing Terrorism, Financial Services Act and Personal Data Protection Act.

With self-paced e-Learning, Hong Leong Bank employees are now able to view the online training materials at their own convenience time, spend as much time as they need in the training. They are able to return to the training, whenever they can find more time to learn. At the same time, the superior of the employees are able to utilize the learning tracking capabilities of IMC Learning Suite to instantly find out if the employees have passed or failed in the assessment of the training. The training manager is able to analyze from the helicopter view perspective, to know the employees who have started, or in-progress, or completed the course, drilling into the detail components of the training that each employee has progressed, and how well each individual employee is performing.

Another great advantage of implementing a "virtual" training center through e-Learning is that Hong Leong Bank employees who are located across various geographies, including Malaysia, Singapore, Vietnam, Hong Kong, are able to easily access the course materials borderless.



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