

“Since SumTotal’s LMS has been implemented, we have seen turnover in branch assistants decline to our lowest rates ever. We believe having a training resource that is interactive and allows them to complete various phases of the training in segments has helped decrease that turnover.”

Ken Dude, HR Principal, Edward Jones

Business Challenge

Edward Jones is a retail financial services company distributed widely across the U.S. and Canada. It provides financial services to nearly 7 million individual investors and has approximately 12,000 branch locations.

The company was experiencing double-digit growth annually and determined they needed a more effective way to deliver and track training. They wanted a learning management system (LMS) that would make training more interactive, reduce costs, meet stringent federal regulations for training and continuing education and reach a geographically dispersed workforce.

How SumTotal[®] Helped

Edward Jones opted for SumTotal’s Learn: Maestro (cloud) to meet its business needs and implemented the solution integrated with WebEx. They developed a new catalog of online courses, including new hire and continuing-education training for financial advisors.

They also transformed their training for branch assistants from 80-hours of on-screen reading into an interactive series of courses.

Key Metrics

700k 700,000 training classes delivered to more than 30,000 associates

90% Increased on-time completion rate for required training from 72% to 90%

\$1m More than \$1 million saved in training-related travel costs.

About Edward Jones

Edward Jones serves nearly 7 million investors from more offices than any other investment firm in America. Edward Jones attributes a great deal of their success to their principles and personal, long-term approach to investing. They have consistently been ranked among the best companies to work for by FORTUNE magazine, and their employees tend to stay with them for years. As a privately owned company, Edward Jones has a very personal feel that’s almost like family. And they are very proud of that.

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