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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