

LinkedIn + HISCOX

How Hiscox transformed their learning culture using LinkedIn Learning and AI coaching

LinkedIn Case Study



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Goals

Democratising digital learning

Employees

2,900+

Industry

Specialist Insurance

Products used

LinkedIn Learning
AI-powered coaching

Success Story

As the talent landscape continues to evolve at an unprecedented pace with developments in generative AI, organisations are challenged to keep pace with changing skills requirements and employee expectations. Hiscox, a leader in specialist insurance, recognised the need to overhaul its learning and development (L&D) strategy to create a culture of continuous learning and develop future-ready skills for its employees that support its business strategy and growth ambitions. The partnership with LinkedIn Learning, particularly its vast, rich content library, AI-powered coaching capabilities, proved pivotal in driving organisational success.

Challenge

Overcoming Fragmented Learning and Low Engagement

Before adopting LinkedIn Learning, Hiscox faced some hurdles. The company's digital content catalogue, inherited from a previous provider, suffered from poor adoption and lacked effective categorisation, making it difficult for employees to find relevant learning materials. The existing Learning Management System (LMS) offered a static experience, with on-demand content simply "dropped" into the platform without strategic skills tagging or metadata analysis. Internal factors such as limited time to learn, low trust in prior offerings, and a suboptimal user experience were compounded by external market forces demanding more robust learning outcomes.

Results delivered

Strategic learning adoption

Within nine months, Hiscox achieved over 2,500 activations, hundreds of thousands of learning items consumed, and hundreds of certifications completed. The top skills developed closely aligned with business strategy and growth plans and employee investment in learning soared, LinkedIn Learning content was featuring heavily in many internal learning builds, and the curator options allowed subject matter experts (SMEs) in the business to curate recommended pathways for their teams and peers.

Above benchmark engagement

Compared to industry benchmarks with LinkedIn Learning, Hiscox emerged as a leader in adoption and engagement. LinkedIn Learning's AI-powered content library and coaching created a culture of continuous improvements, re-engaging employees and building trust in the L&D offering; **with over 75% of Hiscox learners becoming repeat learners**; the platform's personalized experience, seamless integration, and responsive support from LinkedIn's team ensured sustained success and positive internal and external perceptions.

Time and trust regained

Hiscox's journey with LinkedIn Learning exemplifies how strategic partnerships and innovative technology can support business strategy and drive organizational growth. By integrating AI-driven learning, Hiscox were able to rebuild trust in the L&D offering, free up time for strategic development, and support the business focus on upskilling and reskilling in support of the company's strategy and growth ambitions.

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“The additional functionality such as AI coaching, role play, and certifications have been a huge pull and update for our people.”



Jason Bell,
Head of L&D, Hiscox

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“LinkedIn Learning has delivered significant value to Hiscox. The platform has helped our people build trust in our learning offerings, which are a critical enabler to ensuring we build the future skills we need to ensure our business wins in the market.”



Nicola Grant,
Chief People Officer, Hiscox

How LinkedIn helped

Drive Learning Culture with LinkedIn Learning and AI coaching

Hiscox's overarching objective with democratising digital learning for all was to partner with a trusted, rich content provider to re-engage employees and build a learning culture aligned with business goals. The company enhanced the LMS experience by leveraging machine learning to improve search functionality and create a dynamic user experience. The integration of LinkedIn Learning was central to this transformation, enabling curated learning pathways and organic exploration of content tailored to individual career aspirations and skill preferences.

The rollout of LinkedIn Learning was meticulously planned. Hiscox launched with a high-impact video interview featuring Hiscox leadership and LinkedIn Learning's Account Director, supported by internal communications and a global roadshow. Seamless integration was achieved through single sign-on (SSO) and APIs that reported completion statistics, ensuring accessibility across devices and outside the workplace; allowing Hiscox people to learn at their own time, at their preference; LinkedIn's skills mapping teams collaborated closely to curate content and embed it within the LMS ecosystem.

A standout feature was the adoption of AI coaching and simulation-based learning. Employees embraced AI-driven role play and certifications, which became integral to various programmes within Hiscox, with high levels of interest. These tools provided personalised feedback, adaptive learning paths, and real-time skill development, driving engagement and measurable outcomes.