

Edward Jones

Reimagining training and reducing turnover with SumTotal



Business Challenge

Edward Jones is a retail financial services company distributed widely across the U.S. and Canada. It provides financial services to over 7 million individual investors and has over 15,000 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 Growth Edition 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.

About Edward Jones

Edward Jones serves over 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.

Key Metrics

700,000

training classes
delivered to more than
30,000 associates

90%

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

\$1 million

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

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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

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