How Allianz Upskilled 6,000+ Employees Across the Globe with DataCamp

Allianz is one of the world's leading insurers and asset managers. They have a deep-rooted belief that decisions are made better with data, so they turned to DataCamp to help their teams become more data analytics literate and make more informed decisions.

⊕ Global financial services provider (Insurance and Asset Management)

📈 126+ million customers in 70+ countries

👥 155,000 worldwide employees

🎓 6,000+ Employees learning on DataCamp
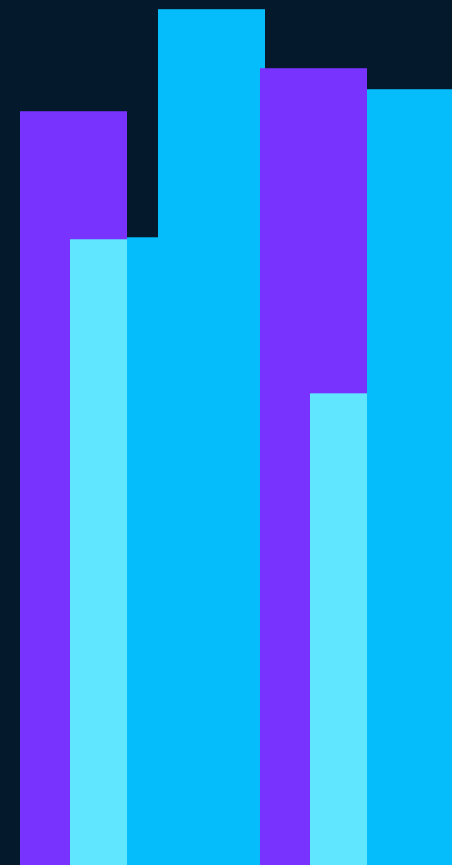
Overview of the Allianz Group

Allianz was founded in Germany in 1890 and has provided insurance and asset management services to its customers worldwide for more than a century. Many consider insurance actuaries to be the first data-driven professionals, using data to predict future risks and losses.

Following in this tradition of embracing data insights, the Group Data Analytics team at Allianz SE (Global Headquarters) had a mission to empower everyone in the organization to become more data literate. The company's upskilling program went beyond the traditional technical insurance profiles you might expect, reaching across teams including HR and Communications, highlighting how important it is for every role to know how to access and extract insights from data. Everyone will need data literacy skills to understand and make data-driven decisions.

> " I have 13 years of experience in the insurance industry, but I wanted to take that domain knowledge and apply it to data analytics in Allianz. That's why I chose to upskill myself through DataCamp.
>
> DEEPA NAIR, BUSINESS ANALYST, ALLIANZ

The challenge Allianz faced

Allianz needed to change how they delivered training. It needed a scalable way to bring together a global workforce into an easily accessible, digital learning opportunity. The challenge went beyond just delivering a solution to digest information, though. That solution needed to empower employees to learn new skills and be able to take what they learned and apply it back to their day-to-day work.

To be truly transformational, Allianz needed a way to bring data analytics not just to the experts but to all employees across the organization. To achieve their vision, they needed to find a scalable way to:

- Build awareness and understanding of data analytics for all employees
- Upskill analytics experts and reskill employees transitioning into data analytics roles
- Provide a one-stop-shop for data analytics learning content

> **We wanted a truly global and accessible learning opportunity for our colleagues. One in which they could learn at their own pace with the ability to apply and practice what they learned. Learning data science is like learning a language. It needs real-world practice to become proficient.**
>
> ELIZABETH REINHART, AI AND DATA ANALYTICS CAPABILITY BUILDING SENIOR MANAGER, ALLIANZ

> **Coding has always felt like it's not for me. It's for smart people. I really like DataCamp because it's not only accessible but it has plenty of female tutors. Regardless of what level you're at, the courses are flexible and fit around your schedule.**
>
> CATRIN TOWNSEND, PRINCIPAL PRICING ACTUARY, ALLIANZ

How DataCamp addressed the challenge

Data literacy is never a one-size-fits-all problem. DataCamp partnered with Allianz's internal experts to learn what the organization needed and deliver custom learning solutions:

- **22x custom learning paths** for specific technologies and functions
- **3x private tailored capstone projects** for its members to apply their DataCamp training to real Allianz marketing and claims use cases
- Learners could also complete any other training available on DataCamp

Allianz wasn't teaching coding to people that wouldn't need it just to help them learn a new skill. Instead, data analytics literacy is a deep-rooted belief that they can solve problems through understanding and being able to interpret data. Allianz needed a partner who understood this need for learning.

> We have set different learning objectives for data analytics skills, depending on the different target groups, and DataCamp helped us with this. DataCamp has been tremendous to help craft and shape custom tracks, which had to be vetted against our internal experts.
>
> ELIZABETH REINHART, AI AND DATA ANALYTICS CAPABILITY BUILDING SENIOR MANAGER, ALLIANZ

> I didn't learn coding to write code but to be able to solve a business problem and make a decision. You can learn a lot about the insurance business and see connections through data science. You can see why customers churn or how to analyze the effectiveness of marketing campaigns.
>
> A LEARNER FROM ALLIANZ

Key results

Allianz was able to several key results very quickly. They started with a 100-person trial to see if DataCamp could deliver on a global scope of the upskilling initiative. After the trial, Allianz sent out a survey to see how their team felt about what DataCamp delivered. The results were a resounding success. The key results that DataCamp delivered were:

- **30,000 hands-on learning hours** across a wide range of topics including Python, Data literacy, SQL, Power BI, Spreadsheets, and more
- **4.2/5** average rating by Allianz learners
- **5,900%** program growth, from an 100-person pilot to over 6,000 learners
- **1.9 hours** average time-saved per week per employee using the skill learned on DataCamp

> **I genuinely don't think we could have had this success without such a solid partnership. Custom projects made our story so much more credible. It was important to us to allow learners to apply their learnings to real insurance projects. DataCamp was instrumental in working with our leading data science experts from various locations to develop as close-to-possible real data analytics projects for our learning population.**
>
> ELIZABETH REINHART, AI AND DATA ANALYTICS CAPABILITY BUILDING SENIOR MANAGER, ALLIANZ

Personalization was central to Allianz's success

From the creation of personalized learning paths and bespoke coding projects, tailoring the learning experience to the needs of Allianz was central to the success of their program. Having such unique requirements can make it difficult for a business, especially one positioned globally, to find the help they need to deliver.

DataCamp worked closely with Allianz to adapt how they provide world-class onboarding, guidance, and personalized marketing materials to make the program the success it is today.

DataCamp was able to scale with Allianz as their needs increased rapidly. The program grew over 5,900% from an original **100-test group** to over **6,000 learners**.

> **Data will continue to have a high value for financial institutions. The need to improve data quality and accessibility will only increase, and the same is true for regulations ensuring responsible use of data and privacy regulations.**

ELIZABETH REINHART, AI AND DATA ANALYTICS CAPABILITY BUILDING SENIOR MANAGER, ALLIANZ

> **It made a huge difference having a partner like DataCamp. We consider them an extension of our team and are continually impressed with the professionalism, quality, and flexibility they offer us in this partnership.**

MARCELA SCHRANK FIALOVA, HEAD OF DATA ANALYTICS ACADEMY, ALLIANZ

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