

CASE STUDY

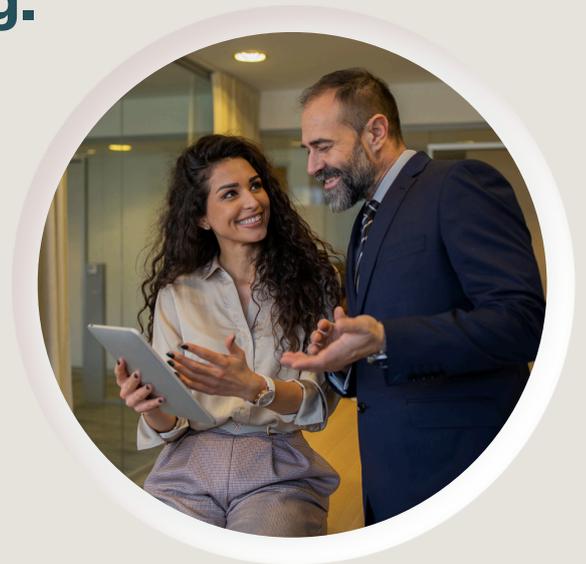
MGT

CREATIUM

MGT.US

Creatium transforms corporate training with **asynchronous, personalized online learning.**

Personalized, interactive learning boosted employee skills and engagement.



The differentiated approach was really powerful because it allowed us to create a 'choose your own adventure' experience— based on skill set.

— **Sam Arrona, Senior Vice President at MGT.US**

At a glance

MGT.US faced a critical challenge: how to effectively upskill a diverse workforce with vastly different experience levels while operating under severe time constraints.

Traditional training approaches were falling short, creating gaps in essential skills like Excel or PowerPoint proficiency across teams.

With limited resources to develop and deliver differentiated training materials, the company needed a personalized solution that could scale efficiently; but wondered if that was even in the realm of possibilities.

In partnership with Creatium, MGT.US implemented AI-powered, differentiated online learning content that transformed their training capabilities—**enabling personalized learning paths, robust data collection, and seamless integration into their onboarding process.**

Challenge

Sam Arrona, Senior VP, was tasked with developing content for employees with dramatically different skill levels—but lacked time and resources to create differentiated training materials.

On a whole, she deemed MGT.US's existing training approach was inefficient and ineffective. One-size-fits-all training sessions left beginners struggling with advanced concepts while simultaneously failing to challenge more experienced team members.

Furthermore, without insights into how employees were engaging with content—including completion rates and skill acquisition—the company couldn't optimize their training programs or make informed decisions about future learning initiatives.

They also did not have a scalable way to onboard new team members or interns, often leaving them unprepared for their first week of work.

Solution

Arrona found her answer with Creatium's AI platform. The solution impressed her with its ability to create customized learning paths that could accommodate everyone from absolute beginners to advanced users within the same program.

The platform enabled the creation of Excel training modules that spanned from basic functions to advanced data manipulation and analysis—all within a single, cohesive program.



The AI-powered platform offered several key advantages:

- Automated multimedia content creation that dramatically reduced development time—**what once would take days, could now take a few hours.**
- Differentiated learning paths that met individuals where they were.
- Rich data collection providing insights into user engagement and learning patterns.
- Scalable deployment for ongoing onboarding and training needs.
- Most importantly, **the platform could be trained to respond like Arrona herself**, essentially scaling her coaching capabilities through AI-powered interactions for future training modules focused on client and manager relationships.



I've always wanted to do this type of training and just never made time for it. And now, I really want to get it right.

- A long-serving employee at MGT

Results

The implementation of Creatium's AI-powered training platform has fundamentally transformed MGT.US's approach to employee development.

The differentiated Excel training not only addressed immediate skill gaps but also provided crucial data that informed organizational decisions about team composition and future training needs.

The platform's data collection capabilities now provide MGT.US with unprecedented insights into learning patterns, including session duration, login frequency, and optimal training times. This data-driven approach enables continuous optimization of training programs.



Ultimately, the training content has become a cornerstone of MGT.US's onboarding process. New employees and interns can now complete essential training, even before their first day, arriving better prepared and more confident.

And with interactive asynchronous content, upskilling long-serving employees became much more streamlined. As one employee said: "I've always wanted to do this type of training and just never made time for it. And now, I really want to get it right."



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Looking ahead, MGT.US is expanding the platform's capabilities to include AI-powered coaching conversations for client and manager interactions, further extending MGT's offerings and reach and creating more sophisticated, interactive training experiences that will continue to evolve and improve over time.