

Use Case DKV Seguros



DKV Seguros spices up compliance training with serious games from Game Strategies.



- **Company:** DKV Seguros
- **Industry:** Insurance
- **Data on the initiative:**
Employees trained: **900** 
- **Challenges:**
Offer more engaging compliance training
- **Solution:**
Game-based learning methodology by Game Strategies
- **Results:**
90% Completion rate.
98,6% Recommendation rate.



DKV Seguros is part of the international group Munich Re, one of the world's first reinsurers. As such, it has to respond to the group's high expectations while carrying out its business strategy, which combines international expertise, digital transformation, agile methodologies, and innovation to improve the overall experience and ensure the well-being of its customers.

With this in mind, DKV has opted for fresh, innovative in-house workforce training, which now also includes compliance training content relevant to the large reinsurer group it belongs to.

The challenge: provide compliance training without sacrificing team motivation

DKV knew that traditional training, often text-heavy, wasn't going to work for them. For this reason, the company set its sights on game-based learning to train its employees in the skills they need to do their jobs at a high level.

One of the company's most successful ventures was the combination of their internal HR management strategy with the **Manager's Learning Pathway**, made up of online courses. These games focus on developing knowledge and skills in team management, time management, and conflict resolution and negotiation, respectively.

However, DKV has recently faced a new challenge: turning compliance training into an effective and engaging learning process.

Completion rate:



Recommendation rate:



Greater employee engagement:



Their training plan:

- Is mandatory, not voluntary as your previous experiences with game-based learning may have been.
- Is geared towards all employees.
- Takes place in a single training window, with no extensions.
- Is suitable for all professional profiles, regardless of their level of technological knowledge.

The solution: Game Strategies' game-based learning methodology.

With access to all the educational video games offered by the Game Strategies platform, DKV implemented compliance training that improved results and boosted engagement.

The customizable serious games, designed for training, onboarding, and internal communication, are interactive, adaptable, and 100% online. Employees can learn anytime and anywhere, as long as they have internet access.

The game format provided DKV with the perfect dose of storytelling and gamification to deliver important, though sometimes dry and technical, information, such as the Munich Re Group's Code of Conduct.

"The subject of compliance is something we see a lot in our day-to-day. There's a difference between learning something and internalizing it, and participating in an initiative such as this focuses on the latter."

Julián Nuño | Digital Transformation Manager at DKV

The results: compliance can be fun

Thanks to the advantages of serious games, DKV transformed compliance training, typically associated with boring texts, into an engaging and valuable experience for its 900 employees.

The training took place in the summer and generated excitement within the company even before it began. By the end of the process, the Game Strategies platform had become the topic of conversation among everyone.

DKV continues to focus on fostering learning, teamwork, digital transformation, and change management through innovative corporate training approaches. How do you think your company would respond to a change like this?

