

Mutuaide Use Case

How game-based learning is strategically used at Mutuaide for training purposes



- **Company:** Mutuaide
- **Industry:** Insurance
- **Program details:**
Employees: 80 
- **Challenges:**
Seeking effective and motivating alternatives to continue developing employees' skills.
Fostering active participation and offering direct applicability in daily work.
- **Solution:**
Game Strategies' game-based learning methodology.



Challenge: Adapting a face-to-face training culture to a new digital context

Mutuaide, Groupama's assistance subsidiary specialized in claims management for policyholders, faced a radical shift in its training approach due to the health crisis. With 98% of its training previously delivered in person, the company lacked a remote training culture. The pandemic forced them to transform and seek effective, motivating alternatives to continue developing their employees' skills. Additionally, the training team needed a solution that went beyond traditional e-learning, something that would truly capture attention, encourage active participation, and provide direct applicability in daily tasks. Their priorities were to offer engaging, innovative, instructive, and useful training, particularly on topics like time management, leadership, customer service, coaching, and feedback.

"It was a bet on the future, and it turned out to be more than successful. The pilot project was a true success and allowed Mutuaide to offer Game Strategies' services to its employees."

Élodie Houssard | Training Manager

"Employees now spend less time on non-priority tasks, which has led to increased productivity."

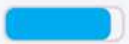
Élodie Houssard | Training Manager

“We had to find something that motivated people, not another e-learning where you spend three hours in front of a screen just reading information. Game Strategies answers that with training that is both fun and instructive.”

Élodie Houssard | Training Manager



Recommendation
88,1%



Completion rate
79,5%



Applicability
98,3%



Average ratings
7,8



NPS
16,9%

“We’ve found a distance learning solution that truly motivates. It doesn’t feel tedious. My intention is to continue with Game Strategies.”

Élodie Houssard | Training Manager

Solution: An immersive training experience through serious games

To meet this need, Mutuaide chose to embrace game-based learning with Game Strategies. A pilot program was launched involving around 20 employees from the insurance management department, using titles such as Triskelion (time management and productivity), Echo (coaching), and Pacific (leadership). The pilot was immediately successful, allowing the company to quadruple the number of licenses acquired. The training sessions were short, intuitive, and focused on practical skills, making them accessible and motivating for employees. Game Strategies’ playful yet realistic approach helped integrate this new method into the company culture, even expanding the offering with additional simulators like 2100 (customer service) and Aqua (giving feedback). As a result, Game Strategies became a strategic solution in Mutuaide’s training catalog.

Results: Cultural transformation, higher productivity, and broad internal adoption

The results were very positive and measurable. 98.3% of participants found the content applicable to their work, and the recommendation rate reached 88.1%. The completion rate was 79.5%, with an average satisfaction score of 7.8 out of 10 and an NPS of 16.9%. Over 60% of employees improved their email and time management, which clearly led to increased productivity according to the leadership. The success of the pilot drove rapid adoption of game-based learning in other departments, becoming an internal benchmark for training innovation. Evaluators themselves played a key role as change ambassadors, spontaneously promoting the training among colleagues. As Élodie Houssard, Training Manager, states, “it doesn’t feel like tedious training, it truly motivates.” Mutuaide has decided to continue investing in this model, making it a core part of its talent development strategy.

