



# How Docebo helped Burges Salmon create a learning culture

Find out how using Docebo helped Burges Salmon increase ILT session attendance by 85% and mandatory course completions by 131%

CASE STUDY



“The Docebo platform has really helped us transform and drive our digital learning strategy forward”

**Chloe Parfitt,**  
Digital Learning Manager,  
Burges Salmon

## RESULTS

Conversion rate progressed by

**+31%**

compliance training completion

**85%**

ILT session attendance rate

## SOLUTION

### Mobile-ready learning solution for Legal Professionals

- Improve ILT session attendance
- Improve mandatory compliance training completion
- Support micro, time of need training on demand

## Customer Burgess Salmon

Burgess Salmon is a UK law firm with a national and international presence. The firm operates throughout the UK and in all major European and international jurisdictions. The firm has 98 partners and sector expertise in a range of areas including energy, transport, food and farming, real estate, financial services and infrastructure.

## Challenge

### Investment in people development and promoting a culture of continuous improvement

The Learning and Development team had been using a basic Learning Management Platform with very limited functionality. This restricted them from hosting digital content and prevented them from being able to push forward with 'just in time' learning or 'on demand' content. They were also unable to offer any learning 'on the go' via mobile apps or devices.

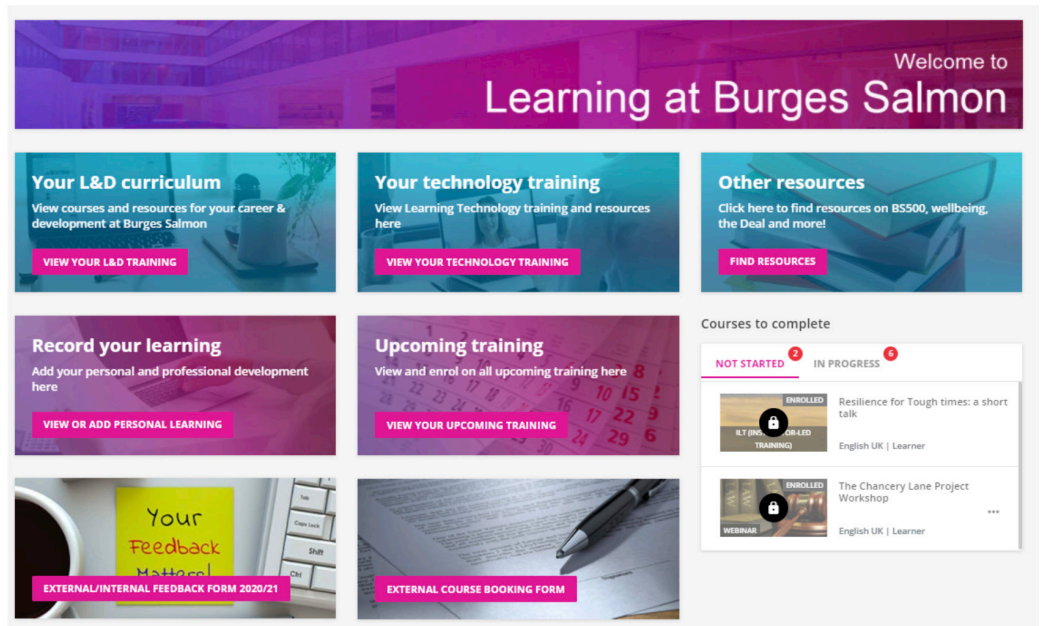
The business had started to see more people travelling and working out of the office, often resulting in individuals missing face-to-face sessions. There was a clear need for individuals to have access to flexible training, which would enable them to complete the training from any location, and at a time that suited them.

With the 2020 pandemic, the Learning and Development team took this as an opportunity to rethink and change their offering and identified they needed a flexible Learning Management Platform to achieve this.

One of the organisation's objectives was to invest in the development of our people and to promote continuous improvement. Having a platform that could offer employees everything in one area and on demand learning to support continuous learning support the business case for a new platform.

## Solution

When launching a new learning experience, the platform had to have the Burges Salmon brand. In partnership with their marketing team they were able to achieve the look they needed.



The design also had to be responsive. Being able to access the Learning Management System at any time and from Laptops, desktop or mobile devices was essential, as it needed to be flexible for travel needs and for 'just in time' learning requirements which could be outside of regular office hours.

The dashboard was personalized depending on an individual's role within the organisation. Three dashboards were designed for Lawyer, Client Support Team Member and Business Services. This allowed individuals to see content only relevant to their role.



The platform combines all three key learning areas Learning and Development, Technology and Legal Training. Users can easily see all three areas with content related to their role when entering the platform.

**Your legal training**  
View your legal training resources and upcoming courses for your department  
[VIEW YOUR LEGAL TRAINING](#)

**Your L&D curriculum**  
View courses and resources for your career & development at Burges Salmon  
[VIEW YOUR L&D TRAINING](#)

**Your technology training**  
View Learning Technology training and resources here  
[VIEW YOUR TECHNOLOGY TRAINING](#)

For Burges Salmon learners, accessing one's own curriculum in the Learning and Development section, in order to have personal development conversations with their Manager at their reviews and 1:1s. This helps to promote a learning culture within the organisation and helps to develop content that is both relevant and appropriate to all employees.

The screenshot displays the 'My Business Professional Curriculum' section. It features a grid of course cards, including 'BSRD Guidance note', 'Contribution Frameworks - Business Professionals', 'Creating your Development Action Plan', and 'My Business Professional Curriculum'. A 'Watched' icon is present on the curriculum card. To the right, the 'Interactive Framework - Business Professional' is shown as a circular diagram with segments for Collaboration, Commitment, Quality, Respect, Ambition, and Fairness, centered around 'Lead & drive sustainable & profitable growth'. Below the curriculum cards is a search bar and a 'Development for Team Manager/Senior Specialist' section with six course cards: 'Leading Team Performance Programme 2021', 'Effective Remote Leadership', 'Performance monitoring in a virtual world', 'How to deliver and receive effective feedback', 'Emotional Intelligence', and 'Adapting to change including encouraging new behaviours as a team...'. Each card includes a 'New' badge, a rating, and an 'ILT (Instructor-Led Training)' icon.

A variety of learning would be available, an individual could book onto a virtual classroom course or watch/read 'on demand' learning, depending on their preference or need. This offered content for all learning preferences.

**Learning Technology Scheduled Courses**  
Book a space on a course, or add yourself to the waitlist

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<p><b>DocuSign</b> <span>New</span></p> <p>Making the most effective use of DocuSign</p> <p>EN</p> <p>ILT (Instructor-Led Training)</p>	<p><b>Adaptant Billing</b> <span>New</span></p> <p>Billing your Clients 2021</p> <p>EN</p> <p>ILT (Instructor-Led Training)</p>	<p><b>BEfficient Working Remotely</b> <span>New</span></p> <p>BEfficient - Working Remotely</p> <p>EN</p> <p>ILT (Instructor-Led Training)</p>	<p><b>BEfficient Security Awareness</b> <span>New</span></p> <p>BEfficient - Security Awareness</p> <p>EN</p> <p>ILT (Instructor-Led Training)</p>	<p><b>BEfficient Collaborating with Others</b> <span>New</span></p> <p>BEfficient - Collaborating with Others</p> <p>EN</p> <p>ILT (Instructor-Led Training)</p>	<p><b>Managing Your Matters</b> <span>New</span></p> <p>EN</p> <p>ILT (Instructor-Led Training)</p>
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FILTERS Search... Q

**Learning Technology On Demand Courses**  
Learn on demand at a time that suits you

<p>Using the Power of Social Media to Enhance Business Development</p> <p>EN   20m 00s ★ 5.0</p> <p>E-Learning</p>	<p><b>Client Matter Inception</b> <span>New</span></p> <p>EN</p> <p>E-Learning</p>	<p><b>BEfficient Client Relationship Management (CRM)</b> <span>New</span></p> <p>BEfficient - Client Relationship Management (Interaction)</p> <p>EN   30m 00s ★ 5.0</p> <p>E-Learning</p>	<p><b>Adaptant Expert Time</b> <span>New</span></p> <p>Time Recording</p> <p>EN   1h 00m ★ 5.0</p> <p>E-Learning</p>	<p><b>DocuSign</b> <span>New</span></p> <p>DocuSign - Getting Started</p> <p>EN ★ 5.0</p> <p>E-Learning</p>
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In addition, all third party training is embedded within the Learning Management System to keep all learning in one place and enable meaningful analytics to happen in one place.

Finally, in order to really drive engagement and return users, the Burges Salmon team focused on driving a strategy of social learning. Course and content ratings are active to allow users to give instant feedback on whether they found learning materials useful. This has been particularly important as a feedback loop to help analyse relevance and usefulness. Digital badges have been a new edition to the teams offering.

**BEfficient Badges**

Your Last Awarded Badges

6 **My awarded Badges**      3 **Not yet awarded Badges**

# Result

## Massive improvements in mandatory compliance completions by 31%

As a law firm, compliance training is majorly important. The new Docebo Suite powered platform has helped Burges Salmon to track outstanding training and give teams and leaders a clear insight. For example, their mandatory anti-money laundering training completion rate rose from 67% to 98%.

Additionally, instructor led training is an important part of their program and since implementing their platform ILT session attendance has increased by 85%.

In October 2021 Burges Salmon launched The 'Digital Academy' on the Docebo platform which boasts varied training modules and learning resources across a wide curriculum to help people upskill. Engagement with the Digital Academy has been high and has demonstrated early success with 423 digital badges being achieved. It's ongoing success is due to a number of factors, the ability to tailor content to make it relatable, engaging and easily accessible on the Docebo platform.

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**Elevate your culture of  
learning with the Docebo  
Learning Suite**

[Get a demo](#)