



fueling **CHANGE.**

WWF-Singapore Delivers Sustainable Finance Training Through Absorb LMS.



WWF-Singapore:
Sustainable Finance
team

INDUSTRY
Non-Profit / Finance

USE CASE
External Learners

SOLUTION
Absorb LMS with
eCommerce
functionality

The WWF-Singapore Sustainable Finance team works with banks, investors, financial regulators and stock exchanges to integrate environmental, social and governance (ESG) considerations into mainstream finance, creating a resilient system that supports the global sustainable development agenda. Educational training to upskill employees in this industry is a core component of this work and, prior to the COVID-19 pandemic, was provided solely in person and tracked manually.

LMS Requirements



Deliver both self-guided and instructor led training

Absorb LMS is built to give organizations total control over the learner experience—delivering engaging training that meets their exact needs.



Ease of use for learners and administrators

Absorb LMS features an intuitive design that makes online learning as simple as logging on and getting started—no previous LMS experience required.



Host live and recorded webinars

Zoom and Microsoft Teams integrations bring face-to-face training online. Schedule training sessions within Absorb LMS and updates are automatically shared with learners.



Save time—and money—while scaling training

Absorb LMS Smart Administration and automation features take the work out of delivering, tracking and reporting on training.



Establish a single source of truth for learner data

Absorb LMS automatically keeps records up to date, reducing human error and mitigating compliance and legal risk.



Offer deep customization and branding opportunities

Absorb LMS portals are deeply customizable, empowering organizations to create learning experiences that are both informative and on brand.



Support end-users in a range of languages—primarily throughout Southeast Asia but also globally.



Meet global privacy and security standards

Absorb LMS meets SOC 2 security standards, is GDPR compliant and adheres to WCAG 2.0 accessibility guidelines for both learners and system admins.



Provide 24/7 support to accommodate international teams

Absorb Support is managed 100% in-house and available 24/7—every day of the year—keeping teams connected to learning no matter the time or place.

Customer Experience

Choosing the right LMS isn't just about checking all the boxes—it's about finding the right provider to build a relationship with.

"Working with the Absorb Software team was different from the start," said Lauren Lynch, WWF-Singapore Sustainable Finance eLearning Lead Consultant. "They invested time and energy into answering each and every one of our questions, even before closing the sale. From the very first call, they looped in technical experts from the Solutions Engineering and Client Success teams, demonstrating that they were truly committed to helping us achieve success from the start."

In addition to setting up an eLearning portal that met all the organization's criteria, the

Absorb Software team worked with Lynch to add eCommerce functionality to the LMS. Using variable pricing options, each user group automatically receives the appropriate rate based on accreditation eligibility, geography, sub-industry and more.

"There's a general perception that high quality training resources require some form of payment or monetary investment," Lynch explained.

"It's feedback we'd received in the past but taking the leap from manually tracking attendance at free seminars to creating and managing course sales online seemed unrealistic. Turns out it's not—at least not if you're doing it with Absorb LMS."

“ The Absorb Software team’s solution-focused approach really stood out; they invested time and energy into answering each and every one of our questions, even before closing the sale. ”

— Lauren Lynch, WWF-Singapore

What's Next:

The WWF-Singapore Sustainable Finance team provided in-person training and workshops to approximately 5,000 financial professionals in the six years prior to launching its eLearning program - the Asia Sustainable Finance Initiative (ASFI) Academy - with Absorb LMS, in September 2021. Within the first two years of implementation, the organization aims to reach 10,000 more learners with its training through both Absorb LMS and by distributing learning materials for financial industry associations to add to their own training programs.

Considering the organization delivered training to 2,400 new learners in pre-launch testing of the LMS, Lynch is confident those numbers will be met. "The reception has been even better than we expected. Our Client Success Manager—Michael on the Asia-Pacific team—has been particularly helpful, always putting our organizational needs first when brainstorming ways to boost conversions for our multi-stream approach. We're well on our way to exceeding our annual goal within the first few months of launching, and he's played a pivotal role in that success."

Lynch and her team plan to reinvest the funds earned through eCommerce to fund the development of new eLearning content, support ongoing platform and course maintenance, and WWF-Singapore's broader conservation efforts. While the WWF-Singapore Sustainable Finance team already provides translated training materials in multiple languages, it also intends to launch localized learner portals for a more customised end-to-end user experience in select geographies during the next year.

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— Lauren Lynch, WWF-Singapore

See how Absorb can empower your organization

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