



Zenith implements Cognito, ensuring every employee has the knowledge to deliver excellence all day, every day.

Cognito, the AI-driven, knowledge retention platform from Intuitive Learning, has enabled Zenith to understand the learning and development needs of its staff in real-time. Zenith then implements additional training interventions to address individual employees' training needs immediately.

Zenith initially decided to implement a pilot programme so it introduced **Cognito** into its account management department of over 100 sales and support people. Initially focusing on topics such as **Benefits-in-Kind (BiK), Worldwide Harmonised Light Vehicle Test Procedure (WLTP) and General Data Protection Regulation (GDPR) training**, Zenith soon realised that additional benefits would be gained by appointing a 'Cognito champion'. This individual acts as a mentor within the department both to identify, and then address, employee learning and development needs, straightaway.

Today, the pilot has become 'business-as-usual'. **Cognito** is used daily by staff, and the **Cognito champion**, to identify L&D needs in real-time. The breadth of the question bank has also widened to cover additional training areas such as industry terminology and acronyms and a specific need for 'Deloitte modelling', a particular product solution within Zenith.

In addition to **the improved knowledge retention** in the team, which is now measured through management reporting, **Cognito** also offers compliance functions to ensure all staff are engaged. This capability is **vital for Zenith** as it has recently introduced a consumer solution called ZenAuto, which operates under the **Financial Conduct Authority (FCA) guidelines**.

"**Cognito** has **been instrumental** in helping us to **identify** what areas of knowledge need to be addressed. It has helped us move away from just assuming our staff can understand and recall vital information... to knowing they do. And, if we find they don't, we can identify that immediately, through our mentoring approach, and put some personal 1-2-1 training in place very quickly.

Finally, **Cognito** is simple to use! Many colleagues look forward to receiving their questions every day. It **keeps learning alive**, but more importantly, we can add new topics quickly, identify gaps in knowledge and make sure our colleagues have up-to-date accurate information so they can use it in their conversations with our customers immediately."

Suzie Moody, Learning & Development Manager