

Baxi increases employee satisfaction with internal career development opportunities

Baxi, the leading UK boiler manufacturer, puts Learning and Development at the heart of their business. Using the 70/20/10 model built on the premise that employees develop 70% on the job, 20% through coaching and 10% through structured training, Baxi has several initiatives in place to support the career development of their employees.

Baxi partnered with Abintegro to create a customised version of the Abintegro platform to inspire and develop their employees, allowing them to grow their skills and take control of their own career path.

Why Baxi needed an online solution

Results from the Group Employee Survey revealed that their employees felt there was a lack of opportunity for development and growth within the business, with the lowest question receiving a rating of 59%.

As a result, Baxi wanted their employees to take ownership and control of their future aspirations and career goals, without the need for external help. They wanted to change employee mind sets by creating a programme allowing employees to pro-actively manage their careers and further their skills.

Baxi selected Abintegro Gateway as they wanted a career development platform containing online career and personality assessments, and eLearning covering career management, productivity, resilience and work-life balance. The implementation of Abintegro's online platform meant that for the first time employees could pro-actively take control of their career development with 24/7 access to career support using an intuitive and mobile responsive portal packed with 1000s of career tools.

Introducing the Abintegro Online Career Development Portal

With support from Abintegro, Baxi launched a 'Career Development Programme' for selected employees, from new starters to long-termers, in line with their 150th anniversary celebrations.

Baxi liaised with their internal marketing team to support the launch and raise awareness, and briefed senior management and the executive board to ensure they had full support before launch.

In addition to an internal campaign by the marketing team, Abintegro ran a series of webinars across 2 weeks for all employees on the initial career development pilot and their line managers to introduce the platform and drive engagement straight from the launch.

Impact

Since Baxi launched the Abintegro platform 4 months ago, the users have completed a whopping 10,000 activities. This includes 950 self-assessments, the most popular being Personality Insight, Temperament and Workplace Culture. On average, each user works through 3 activities per login and has completed over 26 activities in total, with the most frequently utilised tools covering Attitude, Promotion and Teamworking.

[Career Pioneer Quote](#)

“I enjoyed the discover section as it allowed me to gain an insight into myself, better understand who I am and what my strengths and weaknesses are, and it also showed me my potential of where I could be. I found the plan section particularly useful as it has a wealth of information about making a plan for my career.

There is a great wealth of information all over the platform from assessments to find out who you are, to tests to find out who you want to be. It can show you where you are now and what you need to do to get to where you want to be, for me until I had this platform I didn't know where I wanted to be. The learning content from the experts in each section provides valuable advice.”

[Quote from Baxi](#)

“Supporting our employees to drive their own career development is a vital strategy for Baxi, and working with Abintegro has enabled us to scale the support you would expect to receive from a career coach via 1-2-1 sessions. The Abintegro platform was easy to set up and is self-sustaining, so there is no nasty work-load impact on our team, and this enables us to focus on other initiatives to support the career development and satisfaction within Baxi”.