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Featured Application

From Training to Time-to-Value: Nasdaq Turns Learning into a Customer Outcome Accelerator

The Challenge: Readiness Gaps Slowing Customer Time-to-Value

As Nasdaq expanded its client base, a consistent implementation challenge emerged: customer project teams entered Blueprint and delivery phases with varying levels of platform knowledge, business process understanding, and product terminology. These gaps slowed decisions, increased reliance on consultants, and delayed value realization.

Innovation and Creativity: Embedding Learning into the Customer Journey

Nasdaq repositioned learning from an **optional post-sale activity into a customer outcome accelerator** through:

1) Learning Embedded in Implementation

Getting Started with Nasdaq Solutions (AxiomSL/Calypso) was incorporated into the Statement of Work (SoW) and Master Services Agreements (MSAs) for new implementations. These immersive instructor-led training programs provide participants with hands-on access to sandbox environments, enabling them to become familiar with solution terminology, core capabilities, workflows, navigation, and key implementation concepts before Blueprint activities commence. By establishing a common understanding of the platform and its processes early in the project lifecycle, implementation teams can focus on requirements gathering, solution design, and execution, rather than spending valuable project time on foundational education.

2) AI-Enabled Learning & Content Development

Customer Outcome: To accelerate customer proficiency and improve learning effectiveness, Nasdaq introduced AI-enabled multilingual eLearning across 8 languages commonly spoken by its global customer base. Learning in a preferred language expanded accessibility, increased adoption, strengthened knowledge transfer, and improved learner engagement. Improved comprehension also reduced course abandonment and enabled greater customer self-sufficiency, helping reduce reliance on support teams.

Operational AI Impact: AI-enabled content development accelerated course production and reduced content development effort by 60%, while AI-powered localization generated significant operational savings through reduced translation costs and avoided hiring requirements. Faster content delivery accelerated customer readiness, improved understanding of core platform concepts, and reduced support tickets.

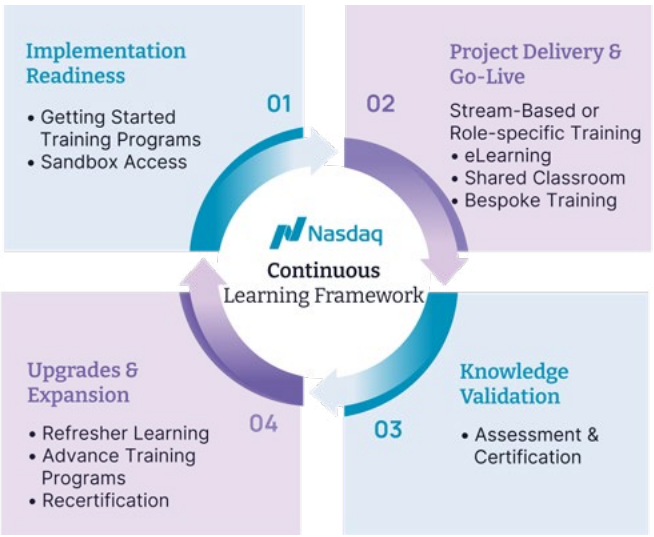
3) Continuous Enablement through TaaS

Training as a Service, extended learning beyond initial onboarding into continuous capability development aligned with evolving customer roles, product capabilities, and implementation needs. The model was first extended through TaaS engagement for an Africa-based client, moving enablement beyond onboarding into continuous capability development. After six months, the client reported a **20–30% reduction in dependency on Support** and Nasdaq project teams for basic configuration queries, along with **15% faster project readiness**. The success of the model subsequently drove adoption across **16 clients on multi-year subscriptions.**

Execution and Implementation: A Scalable Delivery Engine

Nasdaq operationalized the strategy through a repeatable model connecting learning to project scope, customer roles, implementation milestones, and identified readiness gaps.

This model links each learning stage to a specific purpose: foundational training builds readiness, assessments validate proficiency, multilingual content improves accessibility, and TaaS sustains capability throughout the customer lifecycle.



Together, these innovations transformed Education Services from a provider of training events into a scalable customer success capability. Reinforcing that learning is not a one-time event. It is a continuous cycle that supports customers from implementation through adoption, certification, upgrades, and expansion.

Customer-Centric Approach: Turning Feedback into Action

Customer feedback directly shapes the program. Learning journeys are tailored to business objectives, implementation timelines, user roles, and existing knowledge levels. Quarterly customer surveys, implementation feedback, and engagement reviews identified language accessibility and implementation readiness as recurring themes. These insights directly influenced the introduction of AI-enabled multilingual learning.

Annual **course completions subsequently increased by 40%**, with **over 50% learners completing training in languages other than English**, demonstrating how customer feedback translated into greater accessibility and adoption.

Impact and Results: Customer Outcomes and Commercial Growth

The initiative delivered measurable results across learning effectiveness, customer implementation, operational efficiency, and commercial performance.

Customer and Learning Impact

- Training CSAT exceeded **4.8/5**, demonstrating strong customer satisfaction
- AI-powered multilingual learning capabilities drove a **40%+** increase in annual course completions, while enabling over **50%** of learners to consume training in their preferred language
- AI-driven content development, regional language support, and microlearning capabilities contributed **18-20%** growth in eLearning subscription revenue

Implementation/Operational Impact

- **20-30%** reduction in reliance on Support and project teams for configuration-related queries, with TAAS client achieving **15%** faster project readiness
- **60%** reduction in content development effort through the use of AI
- Avoided approximately **1.5 FTEs** of additional hiring, due to efficiency achieved by AI
- **1,100+** AI-assisted translations generated an estimated **40%** in localization savings

Commercial Impact

- **33%** YoY Education Services revenue growth
- **35%** annual operational savings achieved while scaling content production and supporting business growth
- **100%** TaaS client retention rate
- **16** clients on multi-year TaaS subscriptions
- **Over 25%** of clients adopted TaaS, creating predictable recurring revenue over the next three to five years

Customer feedback further validated these outcomes: **86%** reported improved readiness for Blueprint, solution-design, and implementation activities; **86%** reported reduced reliance on Client Services and Support; and **57%** estimated that training shortened time-to-productivity by at least **10%**. Customers also cited faster onboarding, earlier productive platform use, stronger root-cause analysis, and more effective collaboration with implementation teams.

These outcomes demonstrate a connected value chain: customer feedback shaped the innovation, scalable execution increased adoption and completion, continuous learning improved operational self-sufficiency, and TaaS converted customer value into durable commercial growth.

Conclusion: A Customer Outcome Accelerator and Commercial Multiplier

Nasdaq Education Services transformed learning by embedding it into implementation, making it more accessible through AI-enabled multilingual delivery, and sustaining it through TaaS.
The result is a scalable model that improves learning effectiveness, strengthens customer capability, reduces operational dependency, and generates recurring commercial value.

Training is no longer a step in the journey. It is the engine that accelerates it.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