



CUSTOMER SUCCESS STORY

Ellie Mae drives talent development and company culture with LinkedIn Learning

Ellie Mae provides mortgage underwriters with software for processing new loans. The company's all-in-one Encompass® solution streamlines and automates the loan process, helping banks and other lenders of all sizes comply with government regulations and cut costs. Based in Pleasanton, California, Ellie Mae has 1,000 employees.

Challenge: build a culture of learning

Amid rapid growth that's more than doubled the size of its workforce in recent years, Ellie Mae sought to build a culture of learning. The company wanted to tap the innate curiosity of its employees—and to position learning opportunities as a valuable benefit.

"We want to be a continuous learning organization," said Patti Barker, senior director of Learning and Development. "We needed an on-demand, enterprise solution, so people could take advantage of not only soft skills and technical training, but photography courses or anything else that interests them. We wanted to say, 'Bring your whole self to work.'"

Solution: LinkedIn Learning

After testing LinkedIn Learning as part of a pilot program, the Ellie Mae learning and development (L&D) team is excited about the solution's potential to be a learning platform that transforms skills development and fuels employee engagement. With LinkedIn Learning, each employee gets personalized, data-driven course recommendations based on career field, job role, skill set and self-selected interests.

"The power of LinkedIn Learning is in connections, in the LinkedIn network. It does a great job of curating all of this content that's going to be meaningful to the learner," Barker said. "I love the recommendations. I think they're fantastic, and I think they make learning an even richer experience."

LinkedIn Learning builds on the success Ellie Mae has had using Lynda.com. Compelled by the broad range of the more than 9,000 current and on-demand technology, business and creative skills courses, Ellie Mae employees have used Lynda.com for in-depth learning, for quick answers to problems as they arise, to stay engaged with their work and more.

"LinkedIn Learning builds on this to further support our goal of being a learning organization," Barker said. "It's really engaging and really different than any other offering I'm aware of."