



Financial Services

CASE STUDY

Becoming a Technology Company with a Banking License

Digital disruption is a tsunami that is reshaping the financial services landscape. The winners will be companies who can ride the wave of digital transformation. But, this requires significant investment in people, processes and technology. Attracting, upskilling and keeping the right talent to execute a digital transformation strategy is crucial. Financial services companies partner with Udacity on business goals that are essential to their transformation journey, like implementing a digital banking strategy.



A well-established European bank, with thousands of employees and billions in assets under management, realized it needed to upskill its workforce before executing its digital banking vision. There were three priorities to address:

- Solve for digital skills gaps across the company
- Improve competency related to data and data science
- Empower and create opportunities for employees to develop new skills

Regardless of tenure or department, all employees required a continuous, intensive program with the goal of gaining the skills necessary to help their employer become “a technology company with a banking license.” They ultimately chose Udacity for its expertise in offering a tailored, comprehensive education model.

The bank selected a cohort of associates, paying their full salary for the duration of the program. The learning program consisted of three parts:

- Udacity Data Science Nanodegree, which formed the core curriculum and drove the entire program
- Real use cases from the business
- Lectures (both external and internal) and workshops

One hundred percent of the participants graduated from the Nanodegree program, completing projects in AI Programming with Python and Data Science, unlocking new tasks, roles, responsibilities and job titles in customer strategy — all led by data-driven insights. Furthermore, the program saved over \$2 million by upskilling instead of hiring new talent.

“The reskilling program, in partnership with Udacity, can’t be compared to anything else. The participants have gained the latest expertise in machine learning and data science and are now working on highly strategic projects, such as identifying fraudulent transactions.”

SENIOR LEARNING AND DEVELOPMENT EXECUTIVE

Udacity’s mission is to train the world’s workforce for careers of the future by helping businesses overcome their digital transformation hurdles. We partner with companies to develop customized learning paths to transform your workforce.

How can we help you?

[Contact us](#) today for a free consultative session.