



# Enhancing Compliance Engagement at ABF

Ensuring compliance across a diverse global workforce is a significant challenge, so when Associated British Foods (ABF) needed to overcome this, they turned to Skillcast to create engaging, interactive training that resonated with employees across its multi-country operation.

## About the company

[Associated British Foods \(ABF\)](#) is a diversified international food, ingredients and retail group. Operating in 56 countries with 138,000 employees, they supply many of the products we all have in our food cupboards.

## The challenge

Ensuring that such a diverse workforce is compliant in key topics is a big challenge, and to help achieve this, ABF partnered with Skillcast.

## The solution

A key driver was to make compliance topics fun and engaging. The team from ABF, led by Dan Wate, worked with Skillcast to hone a narrative storyline that really resonated with their staff.

For each section, the learner boarded the [Anti-Bribery Express](#) and visited areas representing the wide range of businesses within the group.

At each stopping point, they explored fun scenarios to illustrate key points.

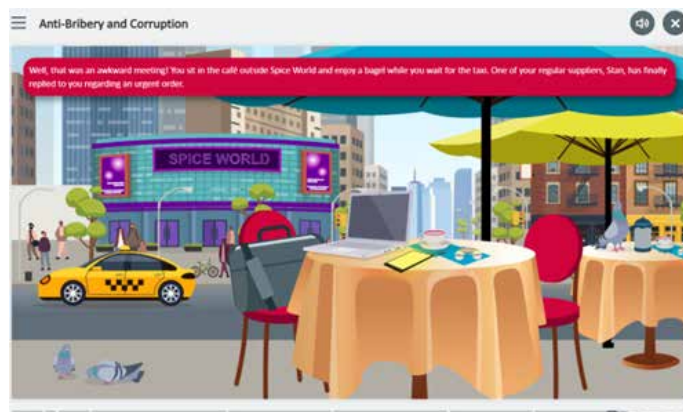
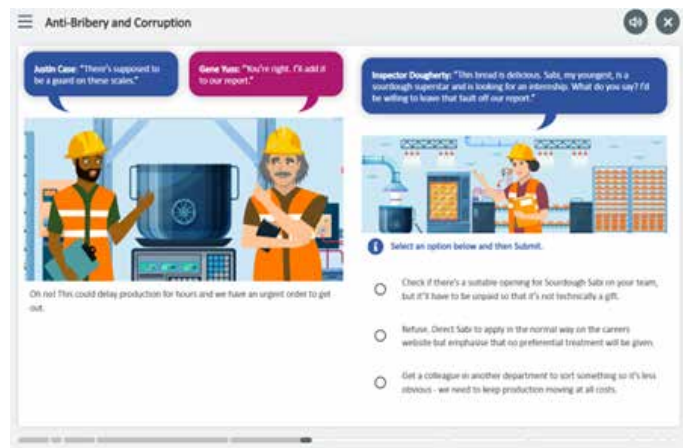
With interactive exercises to check understanding.

The course was highly interactive. In this visit to spice world, the learner has to react to a ringing mobile phone on the table.

The learner opens the message.

And answers questions on the content.

## Image gallery



Associated  
British Foods  
plc

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**Better than every corporate online training I've completed in the past. The structure forced my attention, and ensured that I made sure to truly understand things to answer all questions correctly.”**

ABF employee

## Outcome

Once the content was signed off, it was delivered on the Skillcast [Learning Management System\(LMS\)](#). ABF was interested in learning about knowledge gaps within their workforce so adopted the Skillcast analytic reporting option.

## Enhanced LMS analytical reporting

This gave them detailed metrics about the performance of all staff.



1 They could see a success rate of 86% across the whole organisation:

## Skillcast remote delivery

As individual businesses within the organisation have their own LMS, they chose to host the training themselves. In order for the central compliance team to monitor usage on multiple LMS platforms, Skillcast used Remote SCORM delivery. A version of the course was sent to each company to load onto their LMS.

As a result, the ABF compliance team could access results from multiple LMS platforms in a single central report as completion records were automatically passed back to Skillcast — a groundbreaking development that is helping them manage their compliance programmes effectively.

## Results - for users

The feedback on the course was highly positive, with 82% of learners ranking the course as four and above out of five.

**A very good training in the sense that it encourages an ongoing dialogue about ethics and compliance, that leads to continuous improvement in everyday practices”**

## Results - for the ABF Compliance team

This training has not only improved awareness but has also empowered our teams to apply these principles in real-world scenarios. The ability to track engagement seamlessly across multiple businesses has given us key oversight of our training programme, allowing us to focus on areas where there may be gaps in understanding.

## Important links mentioned in this case study

[About Associated British Foods \(ABF\)](#)

[Learn more about our Bribery Prevention package](#)

[Learning Management System\(LMS\)](#)

[Browse our free resources](#)

[Get in touch](#)