



“ Skillsoft has been instrumental in AMPD’s unique design and microlearning approach that enables comScore’s managers to develop their skills without delay or disruption to their productivity. ”

Beth Teixeira, Director, Learning & Development, comScore

BUSINESS CHALLENGE

comScore is a recognized global leader in cross-platform measurement of audiences, advertising and consumer behavior across platforms. With more than 3,200 clients in 70 countries, comScore is the trusted currency for both media buyers and sellers to help them effectively plan, transact and evaluate media and advertising.

comScore aimed to create a management development program for its 1,800 employees that is global, scalable, provides continuous learning and ties to performance.

comScore designed Accelerating Manager Performance and Development (AMPD), a self-paced blended learning program for people managers that incorporates company values and behaviors in its framework. AMPD is the winner of Skillsoft and SumTotal’s 2018 Innovation Award for Learning Program of the Year and offers two tracks, one for new managers and another for experienced leaders.

HOW SKILLSOFT® HELPED

comScore established a new and innovative approach to program design by populating AMPD with Skillsoft’s Business Skills, Management, Leadership, Productivity and Collaboration and Compliance content.

AMPD revolves around 12 core manager competencies. Each monthly topic is broken down into daily five-minute sessions to encourage immediate application.

Skillsoft’s multimodal, microlearning content is curated in an easy-to-navigate format so learners can quickly focus on specific skills according to their individual development plans (IDP).

comScore plans to deploy Skillsoft’s Percipio intelligent learning experience platform to facilitate access to learning when and where it is needed.

KEY METRICS

1,377% ROI of **1,377%**

\$14.77 \$14.77 return for every dollar spent

100% 100% of users would recommend AMPD to a colleague



Eliminated “scrap” learning, learning that is delivered but not applied

ABOUT COMSCORE

comScore is a trusted partner for planning, transacting and evaluating media across platforms. With a data footprint that combines digital, linear TV, over-the-top and theatrical viewership intelligence with advanced audience insights, comScore allows media buyers and sellers to quantify their multiscreen behavior and make business decisions with confidence. A proven leader in measuring digital and set-top box audiences and advertising at scale, comScore is the industry’s emerging, third-party source for reliable and comprehensive cross-platform measurement.

