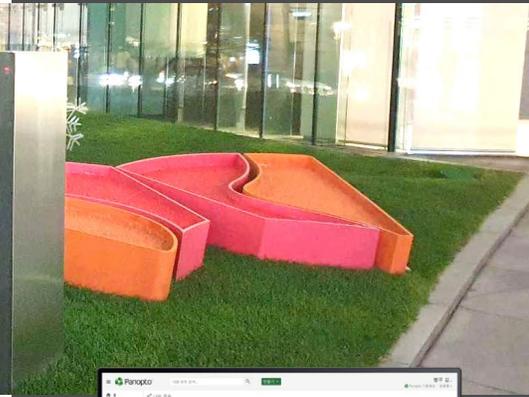# SK Telecom

Building resilience in the COVID-19 era through online employee education.

50%

Reduced cost of employee training

25

Live streamed events in 8 months

100+

Hours of video a day streamed by employees

Maintaining a competitive advantage in the high-tech telecommunications industry is no easy feat in an "ordinary" year. Of course, 2020 was far from ordinary.

SK Telecom was leading South Korea's transition to the next generation of wireless network technology in early 2020 when the country experienced its first outbreak of COVID-19. Lockdowns and rigid social distancing measures presented company leaders with both a challenge and an opportunity — adapt their organization for remote work while producing innovation capable of meeting South Korea's rapidly changing telecommunications needs.

The Competency Culture Group (CCG), which operates within SK Telecom's Human Resources division, is responsible for leading learning and development across the organization. Prior to the pandemic, the group already had a successful program in place to deliver job training, develop employee competencies, and support knowledge-sharing throughout the company. The program was instrumental in driving organizational innovation that helped establish SK Telecom as a leader in global information and communication technology (ICT).

In 2018, CCG set out to increase employee engagement with its key training and development initiatives. While SK Telecom had previously leveraged on-demand video to provide continuous access to a variety of educational content, CCG leaders saw an opportunity to improve the online learning experience by switching from their existing Flash-based video platform to Panopto.

Just a few years later, SK Telecom's investment in Panopto would prove to be even more valuable than they originally anticipated. When CCG stepped up to help prepare for the prolonged COVID-19 crisis, they knew they already had the technology in place to facilitate a transition to remote work and adapt quickly as the pandemic evolved. Using Panopto, CCG expanded online training for its 46,000 full-time employees and continued to engage its newly remote workforce with live-streamed messages and events.

Ultimately, Panopto became a critical technology for supporting SK Telecom's remote operations, building resilience across the organization, enhancing the employee experience, and strengthening organizational culture.

About SK Telecom

SK Telecom is South Korea's largest wireless telecommunications operator with a diverse portfolio of businesses across markets that include, wired and wireless communications, media, security, commerce, IoT, mobility, and more. SK Telecom is leading the fourth industrial transformation of Korea's 5G service and is considered a global information and communication technology (ICT) leader.
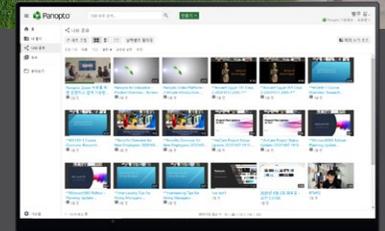
Video-Based Learning On-Demand:
Strengthening Employee Education at Its Foundation

Though the majority of employee training was conducted in-person, SK Telecom also provided video-based training through the T Learning Portal — SK Telecom's proprietary learning management system (LMS). The company's leaders believed that frictionless access to on-demand video training would improve organizational learning by empowering employees to learn at their own pace, at any time, from any location.

However, the Flash technology that supported video learning within the T Learning Portal became obsolete. Employees often couldn't watch videos because of browser incompatibility or because they didn't have the latest Flash player installed.

CCG began searching for a new video platform in 2018 that would enhance the online learning experience and strengthen employee education company-wide. They compared several leading video solutions and decided that Panopto was the ideal platform and partner.

Leaders at SK Telecom believed Panopto was more than just a solution for streaming video; it included features to drive employee engagement, scale knowledge-sharing, and to deliver live broadcasts to thousands of employees at once. For CCG, Panopto offered an all-inclusive cloud-based video platform that would bring essential learning technologies (i.e.video and screen recording, video editing, and video search) into their LMS, creating an adaptive online learning experience.

Soon after integrating Panopto with their LMS, CCG introduced Panopto to SK Telecom employees by sharing their new, searchable video library replete with new and existing learning content to support job training, skill development, compliance training, and more.

The Continuity of Business and Education:
Accelerating Digital Transformation During COVID-19

SK Telecom's vast library of online learning resources complemented its extensive offering of face-to-face training programs. When COVID-19 began spreading throughout South Korea in early 2020, CCG moved quickly to bring the company's offline training programs online.

Jeong-min Seo, Manager of the Competency Culture Group, said, "Since COVID-19 prevented us from training employees in a classroom, we used Panopto to deliver employee training online in both live and on-demand formats. Panopto was essential in helping us adapt employee education for remote work."

Despite the pandemic, CCG was able to seamlessly migrate its training programs online and successfully improve employee competencies. This transformation also had a positive impact on employees' perceptions of online education.

> **66** Because of COVID-19, we were able to use Panopto more extensively to expand employee training and development. SK Telecom employees now watch more than 100 hours of video a day on average, with a total viewing time that's 50-times greater than the hours of video we've recorded. **99**
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> — **Jeong-min Seo,** *Manager of the Competency Culture Group*, *SK Telecom*

Manager Jeong-min Seo explained, "Because of COVID-19, we were able to use Panopto more extensively to expand employee training and development. SK Telecom employees now watch more than 100 hours of video a day on average, with a total viewing time that's 50-times greater than the hours of video we've recorded. Panopto has also helped us cut the cost of offline training in half. More importantly, we were able to maintain the continuity of education. People used to believe that you could only get a quality education inside a classroom, but now SK Telecom employees can easily see the value of anytime-anywhere online learning."

"Panopto was also able to scale to accommodate a surge in traffic during the fixed period for mandatory compliance training," he added. "Our education programs continued running online without any outages or performance issues, which provided a great experience for our users."

Like many businesses, SK Telecom also leveraged video conferencing technology to rapidly transition operations to the new remote work environment. While other organizations faced workdays packed with consecutive live video calls, SK Telecom had a demonstrable advantage with Panopto. Panopto's asynchronous video technology provided flexibility and drove efficient collaboration across a fully remote workforce, helping SK Telecom employees stay productive and engaged.

"Video communication tools, such as Zoom or Webex, and the Panopto video platform serve different purposes. We use video conferencing when two-way communication is required, but live streaming with Panopto is more suitable for broadcasting training workshops and town hall meetings. We've been using Panopto's live streaming capabilities since March 2020, and we've produced a total of 25 live streams in about eight months," said Manager Jeong-min Seo.

> 66 Our employees are discovering that real-time video conferencing tools aren't always the best substitute for face-to-face collaboration. We need more flexible video communication and collaboration solutions to stay productive and focused on our work. And thanks to Panopto, we can collaborate and exchange ideas just as effectively through asynchronous video, without disrupting our flow of work. 99
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The Virtual Workplace:

Preparing for the Future of Work

Today, with nearly 5,000 videos in its library, CCG is using Panopto to share formal video training content, ICT industry trends, and employee-generated video tutorials within the T Learning Portal. Leaders believe that online learning will become even more instrumental in employee development and they are already preparing for the future.

Following the pandemic, CCG plans to continue its online education programs, increase access to educational content, and expand development opportunities for front-line employees across the nation. In partnership with Panopto, CCG also intends to expand the platform's scope of use by gleaning new insight into organizational learning from video viewing data and continually innovating in the area of employee education.

CCG leaders expect the availability and usage of on-demand video technologies like Panopto to transform the way people work at SK Telecom. "Our employees are discovering that real-time video conferencing tools aren't always the best substitute for face-to-face collaboration. We need more flexible video communication and collaboration solutions to stay productive and focused on our work. And thanks to Panopto, we can collaborate and exchange ideas just as effectively through asynchronous video, without disrupting our flow of work," said Manager Jeong-min Seo.