

... CASE STUDY

A Global Bank Accelerated Their Learning Using a Virtual Reality (VR) Escape Room Journey

Challenge

With rapid change and disruption impacting the financial industry, a leading global bank recognized that in order to stay competitive, their teams needed to improve their knowledge and performance. Some of their legacy learning programs were outdated, and their newest generation of workers desired new ways of learning. Additionally, the bank wanted a learning program that was collaborative and accessible across the world—to bring their community together and build excitement regardless of physical meeting limitations.

Solution

We collaborated with our client to deliver a fully immersive escape room experience. VR Teamscape™, by GP Strategies®, brought together their global learners to experience a new world of learning. Built in Unity and distributed via the Immerse enterprise platform, it allowed learners to travel through space and time to practice the skills essential to future success. These skills included agility, novel and adaptive thinking, virtual collaboration, cognitive load management, prioritization, and design mindset.

Business Impact

The team members were not only excited and engaged throughout the experience, but also improved their learning retention and skills. Several noted that they were able to focus more within the VR environment due to the lack of outside distractions. Over time, each team was able to collaborate more effectively, which directly correlated to the escape room timings—and showed that they solved puzzles more quickly the longer they spent in the environment.



Overall a great experience!
- VR Teamscape participant

The future is coming faster than expected, and we need to be prepared for it.
- Head of Learning & Diversity and Inclusion

RESULTS

Enhanced team building capabilities

Accelerated collaboration times

Improved learning experience

