



The Business School  
for the World®

## CHALLENGE

INSEAD, a global leader in business education, identified a growing need for high-quality, on-demand learning for today's time-constrained professionals. The challenge was to launch a scalable, self-paced Microcredential offering that preserved INSEAD's academic rigor without increasing operational overhead or disrupting its complex digital infrastructure.

- **BUSINESS CHALLENGE**  
Digital Transformation
- **INDUSTRY**  
Education
- **NUMBER OF LEARNERS**  
2,000+
- **L&D STRATEGY**  
Automated, Scalable  
Learning Journeys

## FROM CLICK TO CREDENTIAL: FLEXIBLE EXECUTIVE EDUCATION AT SCALE

INSEAD partnered with Intrepid to launch a fully automated, on-demand Microcredential offering that delivers high-impact Executive Education at scale. By integrating seamlessly with existing systems, the solution enables rapid enrollment, personalized learner journeys, and global reach, all without compromising academic rigor or operational efficiency.

In order to succeed, the solution needed to support continuous enrollment, rapid onboarding, and seamless delivery across a hybrid ecosystem of legacy and modern platforms. This had to be accomplished while upholding INSEAD's standards for pedagogy and learner experience—creating an intuitive, fully automated journey from discovery through course completion and credentialing.



# SOLUTION

INSEAD worked with Intrepid to design and deliver a fully automated, learner-first Microcredential solution. Together, they built a unified digital ecosystem that integrated Salesforce, MuleSoft, PeopleSoft, Intrepid, and Accredible, enabling participants to discover a course, register, and begin learning within minutes.

After payment, learner data flows through automated systems: enrollment is activated in PeopleSoft, access is provisioned in Intrepid, and a personalized welcome email is sent. Intrepid also triggers branded, behavior-based communications (i.e., reminders and completion confirmations) to sustain engagement.

Academic rigor remains a core focus. Courses feature simulations, role-plays, reflections, and assessments that go far beyond passive video content. Accredible then issues digital credentials upon completion, supporting professional recognition.

The platform supports individual learners and enterprise deployments. The result is a scalable, flexible solution that combines INSEAD's academic excellence with the speed and simplicity modern learners expect. Intrepid's integration capabilities were key to creating a seamless learner experience and future-ready operations.

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**Nicolas Naude, Associate Director, Learning Innovation Solutions, INSEAD**

Through our partnership with Intrepid, INSEAD has combined academic excellence with cutting-edge digital innovation to create a seamless, fully automated learner journey. This has enabled us to scale Microcredentials globally, offering time-pressed professionals flexible access to high-impact executive education without compromising the rigor and quality that define the INSEAD experience.

## READY TO DIGITALLY TRANSFORM YOUR PROGRAM?

See how to get started with a scalable, automated learning solution that transforms how you deliver executive education.

**Chat with a learning advisor today!** 

# RESULTS

The INSEAD Microcredentials initiative has delivered remarkable results across learner experience, operational efficiency, and institutional scalability.

## Scalability & Growth

- **5 Microcredentials** launched within two years
- **Over 2,000 global participants** since April 2022
- Infrastructure supports **unlimited concurrent learners**
- **80% reduction in manual admin workload** compared to cohort models allowing staff to dedicate more time to strategic initiatives

## Learner Outcomes

- **Average 70% course completion rate**—well above industry benchmarks
- **4.5/5 average satisfaction rating** from participants
- Strong qualitative feedback on **relevance, flexibility, and engagement**
- **Digital credential sharing** on LinkedIn via Accredible furthering their brand

“The course offered exceptional content, with well-structured modules and realistic role-play exercises. The flexibility of the format made it easy to integrate into my routine.” — *Negotiation Fundamentals participant*

