Belcorp

Helping one of Latin America's leading beauty corporations streamline its ability to innovate.

Industry: Beauty and skincare

Employees: 6k

Headquarters: Peru, Colombia, USA

Territories: Latin and North America

> "Workera continues to play a key role in accelerating Belcorp's ability to innovate by improving the quality of our projects and boosting our team's confidence in delivering critical outputs."
>
> **Venkat Gopalan**
> Chief Technology, Data and Digital Officer

About the partnership

Belcorp is one of Latin America's premier beauty corporations, serving millions of customers in Latin and North America. **In early 2022, Workera partnered with Belcorp to provide its technology team with an innovative and progressive way to measure their baseline skills** – ensuring their skill level was both industry standard and actively competitive.

Belcorp's challenge

Belcorp needed an objective understanding of their technical team's talent compared to industry standards and benchmarks, especially when compared to large tech companies. **The corporation didn't have a comprehensive, measurable and quantifiable way to assess these skills** – an increasingly important challenge given the fast pace of change and disruption in the beauty sector.

Challenge

Assess the baseline skills of Belcorp's technical team to identify knowledge gaps and benchmark against industry standards.

Solution

Personalized assessment and learning plans designed to upskill team members, with a long-term focus.

Workera's solution

Workera recognized Belcorp's desire to have the technical team be engaged, gain more skills, and be boldly ahead of the curve within their skill sets. Workera's Precision Upskilling solution is designed to help technical teams gain skills quickly and efficiently using the most precise upskilling techniques on the market. **This gave Belcorp a competitive advantage, helping them innovate faster than ever before.**

Workera's Precision Upskilling solution enables teams to understand what specific skills they need to learn and points them to the relevant learning content.

This approach helps teams avoid having to relearn skills they already know, or to go searching for the right content – saving both individual team members and senior leaders hours of time.

Long-term results

Belcorp praised Workera's customizable and adaptive testing, which focuses on both the wider team strengths and the individual's unique skills. **The company accelerated skills development by an estimate of 30% for data engineers and 57% for software engineers, with certificates for 64% of the whole team.** Put simply by Belcorp's CTO: "Workera explains what good talent looks like and measures it."

Ongoing impact for long-term goals

The legacy of Workera's Precision Upskilling solution for Belcorp has been in creating a benchmark for talent old and new, helping support employees as the business continues to change. **The process is a journey of continuous improvement:** a way to keep talent focused and motivated, and to coach and challenge team members.

Belcorp want to continue the journey, not just stop at having recognized and certified the team's skills. The next step is leveraging the improvements by focusing on applying them within more team-specific projects, improving company productivity and efficiency.

So how would Belcorp's CTO describe the effect of upskilling on the business? **"If employees improve in their skills, they make themselves more valuable – and bring more value to the business."**

30%
acceleration in skills development for data engineers.

57%
increase in skills development for software engineers.

64%
certification rate for the Belcorp team across technical roles.

89%
of domains exceed enterprise benchmarks in Core 1 proficiency.

WORKERA

**Measurement that's accurate.
Intelligence that's actionable.**

Workera's skills intelligence platform redefines how enterprises understand, develop, and mobilize talent.

Visit **workera.ai** to find out more.

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