

Driving Digital Transformation in Zain

The Master in Digital Transformation



UNIVERSITY



In response to the evolving telecommunications landscape and the **need for a future-ready workforce**, Zain partnered with IE Business School to implement the **Master in Digital Transformation (MDT)**.

[Watch video trailer](#) ↗

STRATEGIC VISION AND BUSINESS IMPACT

Zain aimed to upskill **more than 2,000 employees in digital transformation**. The stackable, modular learning model provided flexible education, ensuring continuous professional development. By **integrating the program with HR and business processes**, the learning outcomes were directly linked to **career development, talent mobility, and leadership acceleration**. A data-driven approach ensured measurable impact, improving workforce capabilities and customer experience.

KEY ACHIEVEMENTS



92.7%
professor and
course design
satisfaction
rate



91,8%
average course
completion
rates

78% of learners applied new skills to their roles, boosting operational efficiency and innovation.

Learning analytics demonstrated an **increase in median knowledge scores** from 46.67% to 80%, reducing skill gaps.

INNOVATIVE LEARNING MODEL

The MDT program is based on an **online, stackable certification structure that leads to a full Master's degree**. This learning model combines a variety of learning materials and methodologies, including asynchronous coursework, immersive educational tools, and individual coaching and mentoring, providing a personalized, participatory, and motivating learning experience. The program aims to meet modern business needs through a flexible and innovative curriculum.

FUTURE OUTLOOK

The success of the MDT program highlights the potential of scalable, data-driven corporate education. By embedding learning into its corporate DNA, Zain has established a benchmark for digital workforce transformation. This collaboration exemplifies how organizations can drive sustainable growth through innovation in education.