

Case Study: Helping members navigate their careers

The background

Social Finance, Inc. (SoFi) is an American online personal finance company that provides student loan refinancing, mortgages and personal loans. SoFi has funded over \$60 billion in loans and was named by *Forbes* as one of the 10 Biggest Fintech Companies in America.

The challenge

SoFi's members requested career guidance and professional development services. The organization provided a few career coaches and development tools, but they could provide the depth that members desired nor deliver it to their entire membership base of 600,000. SoFi determined that their best course of action was to partner with Korn Ferry because of our workforce development expertise and global business advisory services.

The solution

Korn Ferry implemented Korn Ferry Advance, an online solution that's part of our industry-defining IP, to foster success by addressing SoFi's need for career management tools. Admins were able to use a browser-based dashboard to track member engagement. Korn Ferry Advance gave members access to the following:

- **Career coaching:** Members could schedule one-on-one sessions with a certified coach to discuss career roadblocks and build a long-term strategy for success.
- **Resume analysis:** Based heavily on artificial intelligence, this service allows members to create stronger resumes that better sell their accomplishments.

The solution, continued

- **Assessments:** The results of self-assessments help members to understand their strengths, areas of focus, and professional values to be able to develop strategically.

The results

In less than two years, the following results have been achieved with member engagement:

- 13,000+ scanned resumes.
- 9,000+ coaching sessions.
- 5,000+ career assessment profiles.

Korn Ferry Advance helped SoFi's members achieve their career development goals and find a stronger path to financial freedom.

Learn what SoFi CMO had to say about Korn Ferry Advance [here](#).

Business impact

“The Korn Ferry solution has been great since (our members) can do it all online. We've been able to meet that need for them, but we couldn't do it before Korn Ferry.”

- Joanne Bradford, Chief Marketing Officer

