

Solutions



A manager from a large engineering firm came to us for some help. They had previously implemented a traditional eLearning system without any results. Understandably, executives were soured by the previous experience and didn't trust online learning. The manager, however, knew we could prove the rest of the executive team wrong. So, together we built out custom courses and assessments that aligned with workflows and best practices. Then, we asked a pilot group of users to take the assessment before viewing any content, watch just the content specific to their skills and knowledge gaps, and take the assessment again. After watching just 8 hours of content, **assessment results improved by an impressive 42%.**



A VP-level executive came to us because he was spending an average of three entire afternoons answering the same few questions over and over again, and he wanted that time back. We asked him to bring us a list of FAQs, and our experts worked with him to align custom playlists specific to their best practices and procedures. We also worked on a company-wide engagement plan to ensure that all users knew how to access the playlists and find the answers that they needed. Now, before an employee is allowed to email the executive, they are required to review the relevant playlists. By providing targeted information to his employees, the executive is now able to focus on company-specific challenges and higher value pieces. After having the new program in place for a few months, the executive reported that **he was able to free up an average of 10 hours a week.**



A client came to us for help with their customer-facing support site, which included a number of videos created by other video producers. Together, we created a series of custom videos that highlighted their best practices and workflows. The client monitors a number of metrics, including a customer helpfulness score. While the average helpfulness score on their website from other vendors' content was just 45%, **the content we developed and deployed averaged a helpfulness score of more than 90%.**