Delivering "ROBUST²" mLearning

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OnPoint Digital

Learning and Development

Talent Management

Leadership Development

Talent Acquisition

Workforce Management

Diversity and Inclusion

ONPOINT DELIVERS ON MANY FRONTS

Features

- Enterprise Mobile
- Learning Management
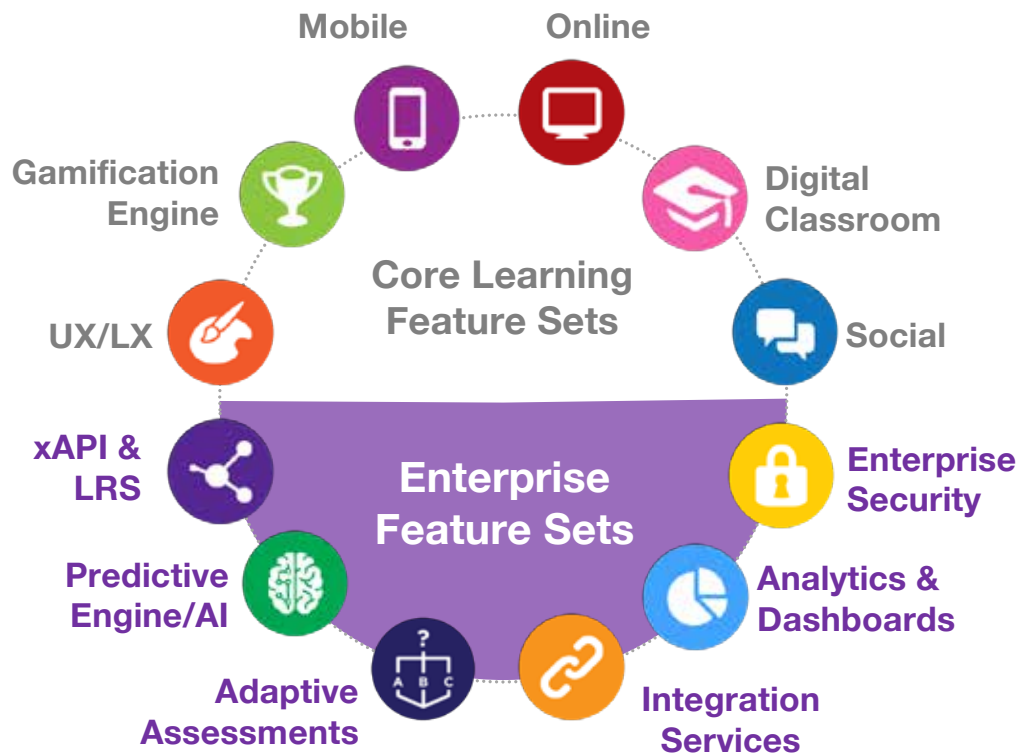- Social Learning
- LEP/LXP Environment
- Learning Record Store (xAPI)
- Custom UI/UX

- **Industry's most feature rich mobile learning solution set**

- **Specialized LMS Platform ("SLP") for learning programs**

- **Integrated *Gamification* + *Social to* drive engagement**

- **Flexible, personalized learning journeys via "ML Engine"**

- **Native *LRS* with deep embedded LMS-2-xAPI support**

- **Highly configurable UX & bespoke LX experiences**

CORE TECHNOLOGIES & DIFFERENTIATORS

Mobile

Online

Gamification Engine

Digital Classroom

Core Learning Feature Sets

UX/LX

Social

xAPI & LRS

Enterprise Feature Sets

Enterprise Security

Predictive Engine/AI

Analytics & Dashboards

Adaptive Assessments

Integration Services

- OnPoint's Platform has vastly evolved over the past 20 years

- Internally developed, scalable & highly extensible solution set with enterprise-grade security

- Heavy focus on component (feature) architecture allows "mix & match" approach

- *Configurable UX/LX layer* sits atop a common, easy to support codebase

SESSION AGENDA

▸ **Current State of Enterprise mLearning**

▸ The "ROBUST^2" mLearning Model

▸ **Key Use Cases & Solution Examples**

▸ Summary & Conclusions

▸ **Questions & Answers**

DOES MLEARNING PLAY AN ACTIVE ROLE IN YOUR CURRENT LEARNING STRATEGY?

- Not at all
- Somewhat
- Considerably
- Absolutely

SECTION 1

CURRENT STATE OF ENTERPRISE mLEARNING

MARKET ASSESSMENT QUESTIONS: WHAT THE RESEARCH SAYS…

▸ Is Enterprise mLearning accepted?

▸ Has Enterprise mLearning proven effective?

▸ Does Enterprise mLearning meet expectations (now & future)

▸ What are the ideal approaches to implementing Enterprise mLearning?

▸ Do your learning vendors support Enterprise mLearning in meaningful ways?
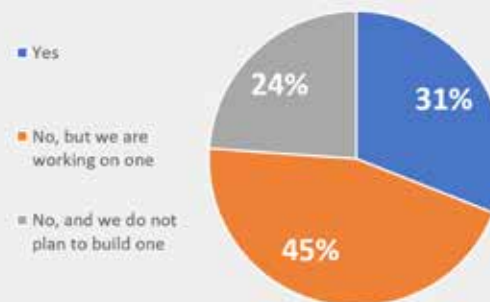
BHG RESEARCH: *MOBILE LEARNING PULSE SURVEY (2021)*

▶ Developing & implementing a mobile strategy is imperative to every organization's success with mobile – but we can't count on the basic features in our LMS/LXP & authoring tools to *bridge the gap*
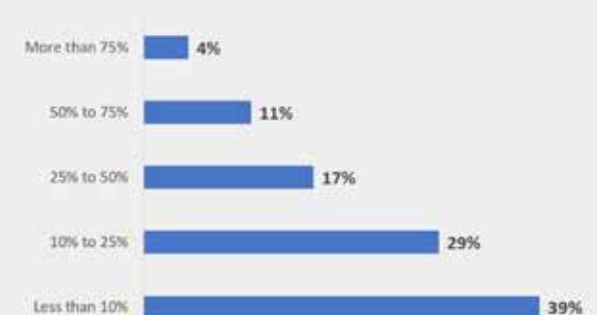

Current State

Fewer than one-third of companies have a mobile learning strategy and nearly one-quarter say they do not plan on developing one. For nearly 70% of companies, fewer than 25% of learners are accessing learning on mobile devices.

Mobile Strategy

- Yes
- No, but we are working on one
- No, and we do not plan to build one

24%
31%
45%

Who's Accessing Mobile Learning?

More than 75%	4%
50% to 75%	11%
25% to 50%	17%
10% to 25%	29%
Less than 10%	39%

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BHG RESEARCH: *MOBILE LEARNING PULSE SURVEY (2021)*

▶ The lack of proper tools, non-optimized content & the absence of an overall mobile strategy have all contributed to the current shortfall in adoption & usage
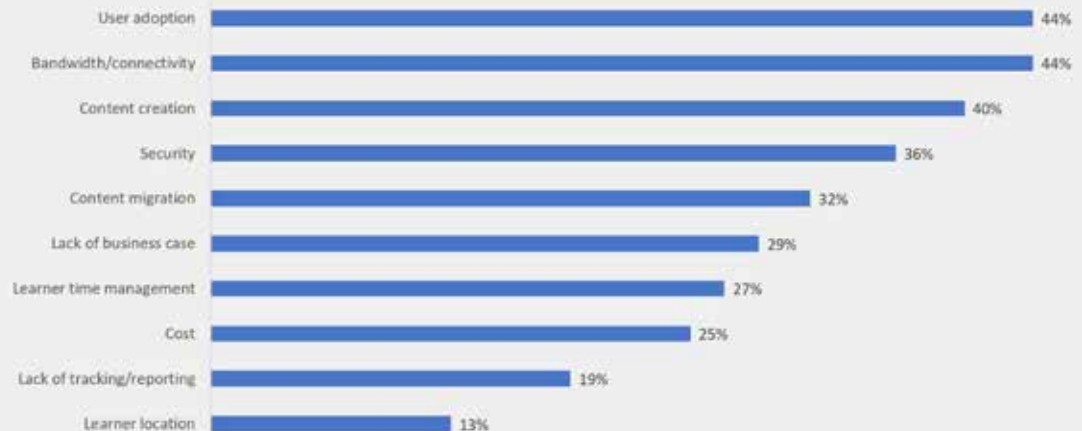

How is Learning Being Accessed?
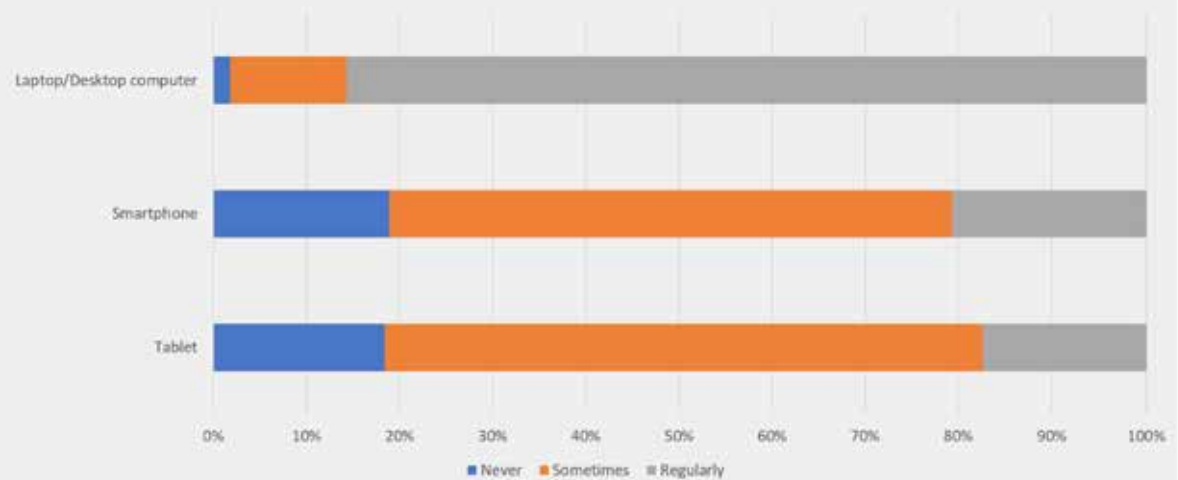
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BHG RESEARCH: *MOBILE LEARNING PULSE SURVEY (2021)*

▶ The list of barriers for mLearning adoption remains long *but has evolved* over the past twenty years – shifting from *device-centric challenges to business-centric ones*
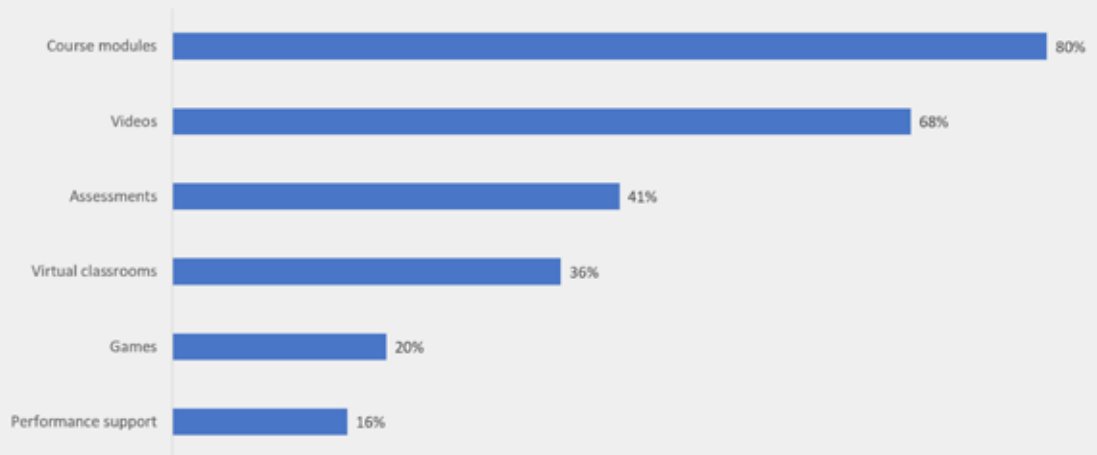
Mobile Learning Challenges

Challenge	Percentage
User adoption	44%
Bandwidth/connectivity	44%
Content creation	40%
Security	36%
Content migration	32%
Lack of business case	29%
Learner time management	27%
Cost	25%
Lack of tracking/reporting	19%
Learner location	13%

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BHG RESEARCH: *MOBILE LEARNING PULSE SURVEY (2021)*

▶ L&D teams deliver varied content types to mobile audiences including **course packages, videos, tests & more** --- same as traditional eLearning -- but mobile favors **"shorter content"** that's more **topic-centric**
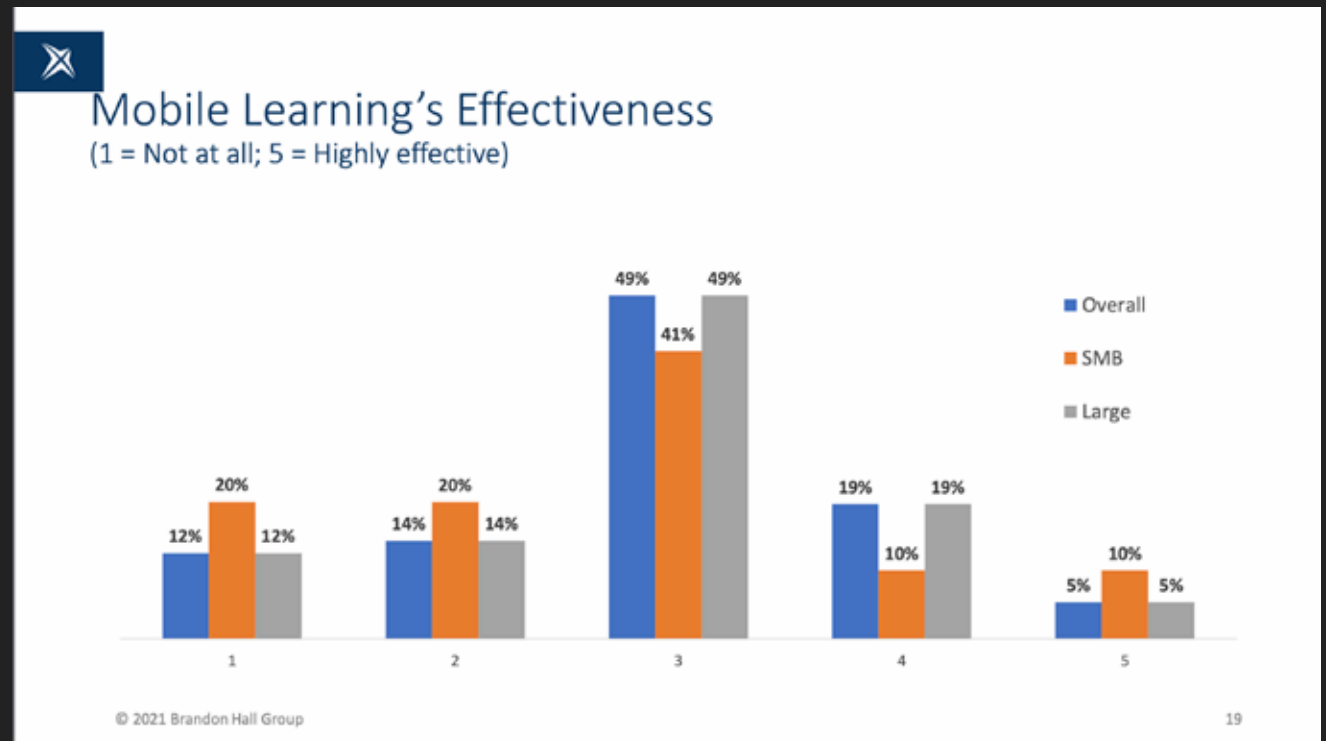
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Mobile Learning Content Availability

Content	%
Course modules	80%
Videos	68%
Assessments	41%
Virtual classrooms	36%
Games	20%
Performance support	16%

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BHG RESEARCH: *MOBILE LEARNING PULSE SURVEY (2021)*
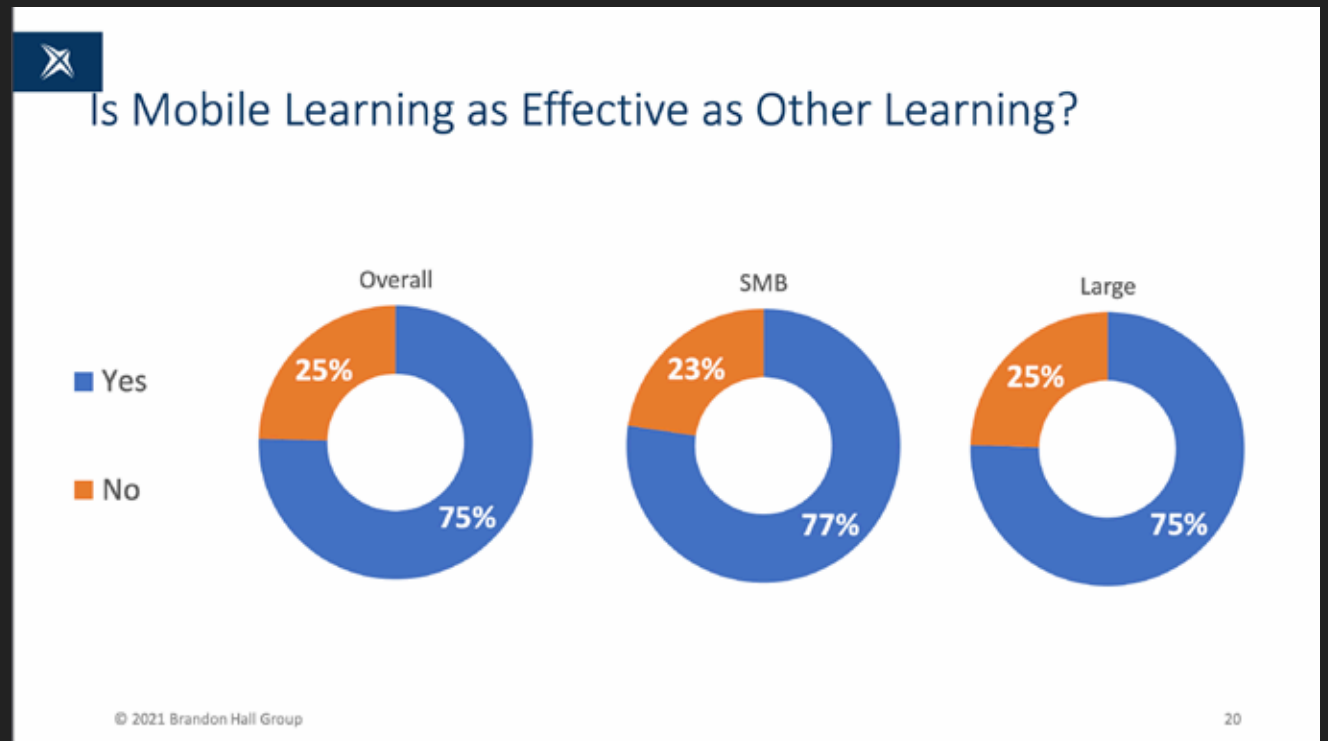
▶ Mobile Learning is averaging a "**middle of the pack**" status in terms of overall effectiveness in every market segments

Mobile Learning's Effectiveness
(1 = Not at all; 5 = Highly effective)

Legend: Overall, SMB, Large

	Overall	SMB	Large
1	12%	20%	12%
2	14%	20%	14%
3	49%	41%	49%
4	19%	10%	19%
5	5%	10%	5%

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BHG RESEARCH: *MOBILE LEARNING PULSE SURVEY (2021)*

▶ But the overall results remain fairly consistent across all market segments

Is Mobile Learning as Effective as Other Learning?

Overall
■ Yes   25%
          75%

SMB
23%
77%

Large
25%
75%

■ No

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BHG RESEARCH: *MOBILE LEARNING PULSE SURVEY (2021)*

▸ Despite average levels of effectiveness, well planned & expertly executed mobile learning can address all of today's top learning strategy priorities

Top 5 Learning Strategy Priorities

Overall

Rated 4 or 5 on a 5-point scale (1 = Not all important; 5 = Critically important)

Yes Yes Yes Yes Yes

64% — REVISING EXISTING CONTENT FOR NEW MODALITIES
71% — IMPROVING LEARNING ANALYTICS
71% — INCREASING MICROLEARNING
81% — IMPROVING THE OVERALL LEARNER EXPERIENCE
88% — ALIGNING THE LEARNING STRATEGY WITH THE BUSINESS

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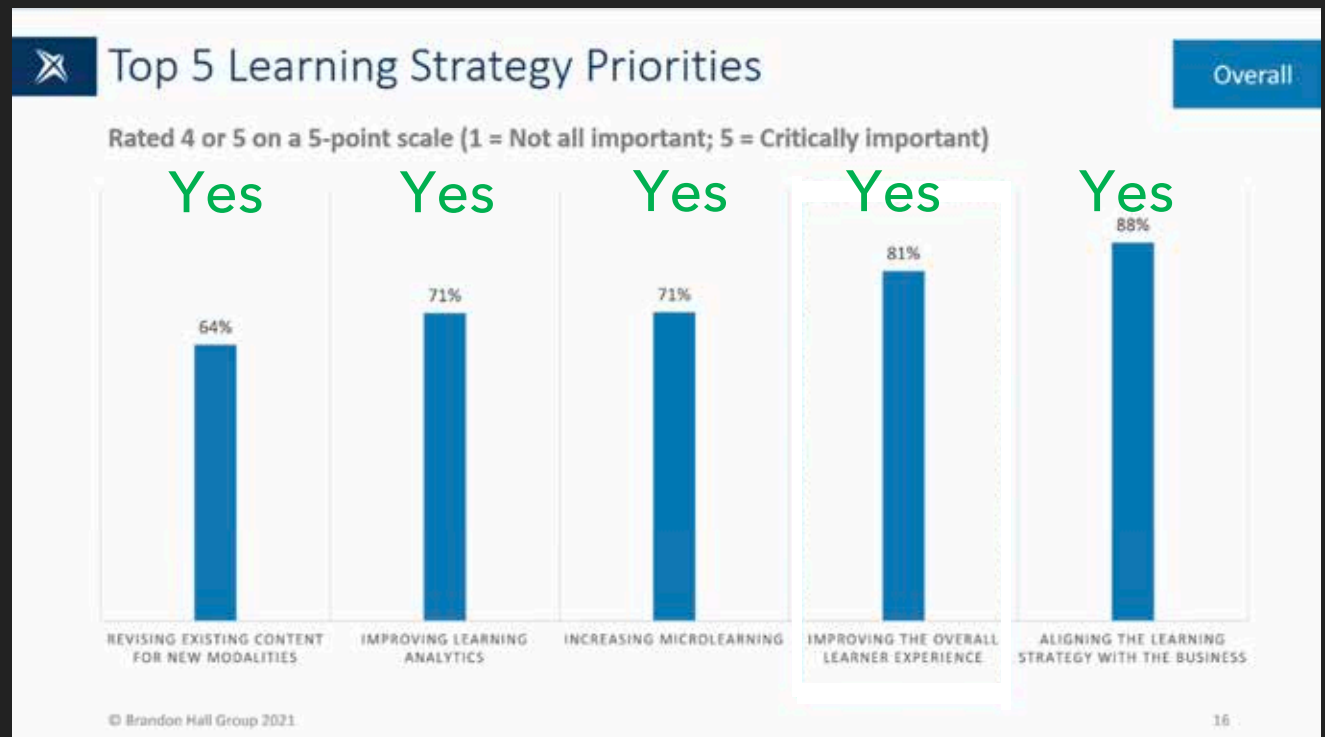
INDUSTRY TRENDS: *NATIVE APP VS. HYBRID VS. MOBILE WEB APP*

▶ Is the learning environment optimized for mlearning?

▶ **Are there device-level features that can be leveraged to improve the overall learning experience?**

▶ Are learners able to download & install native apps? Is "Tech Support" available to assist?
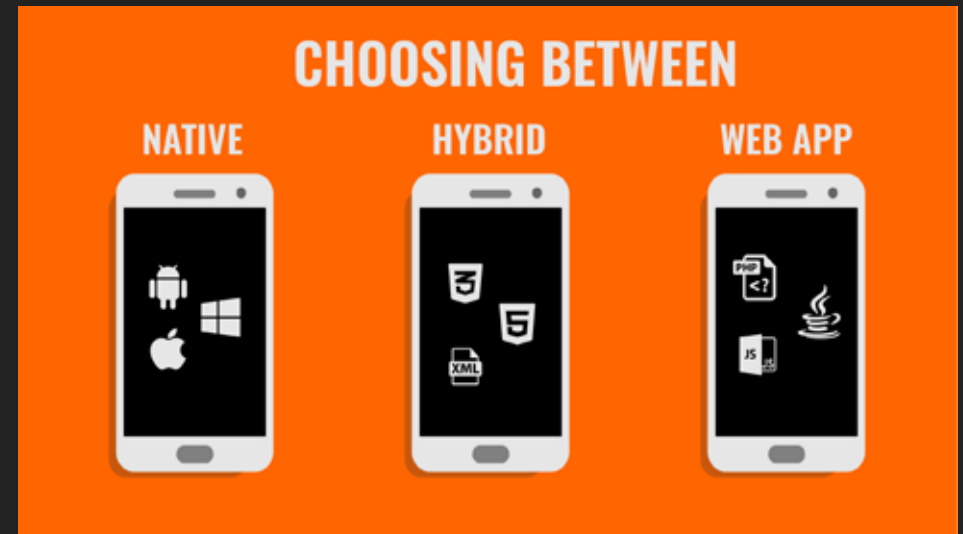
INDUSTRY TRENDS: *SMARTPHONES VS. TABLETS*

▶ Highly dependent on use cases

▶ Contingent on who owns &/or supplies the device; is it company issued or BYOD?

▶ Is the content intended for an audience of one or to be shared?

THE "ROBUST²" MLEARNING MODEL

MOBILE LEARNING THAT'S "R.O.B.U.S.T.^{2}" IS . . .

- ▸ **R** = Responsive
- ▸ **O** = Offline Optimized
- ▸ **B** = Bi-directional
- ▸ **U** = User-Centric
- ▸ **S** = Secure
- ▸ **T** = Tracked
- ▸ **T** = *Transformational*

ROBUST² MODEL: *R = RESPONSIVE*

▸ **Definition:** Responsive Web Design (RWD) is focused on a user's behavior & environment based on screen size, platform and orientation; it exists as a mix of flexible grids and layouts, images and an intelligent use of CSS media queries

▸ The preponderance & range of different mobile devices, screen sizes, browsers, operating systems applied across different learning modalities mandates a very flexible approach

▸ Design/Content teams may need to learn & apply different strategies & adopt new tools, templates

▸ FACT: Mobile Responsive is not just about your content – it should encompass every learner action & interaction including the UX/LX, messaging, exercises/practicals, more
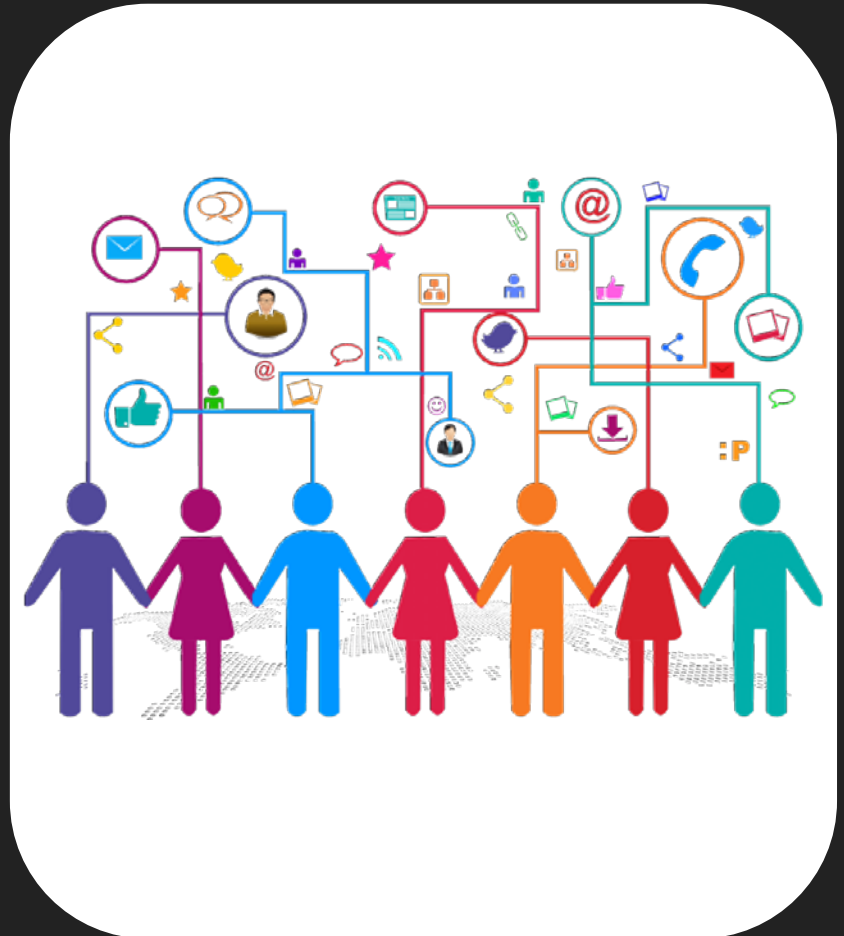
ROBUST² MODEL: *O = OFFLINE*

▸ Offline capabilities allow your audience to learn whenever & wherever the need arises

▸ Key affordances include the ability to stage & deliver content to learners in advance of any specific learning need as well as more efficient communications using push notifications

▸ Fact: Installed native apps provide a better, more secure & seamless learning experience compared to hybrid apps

ROBUST² MODEL: *B = BI-DIRECTIONAL*

▸ ROBUST² mLearning assumes mobile isn't just the endpoint - *it's an interaction device*

▸ **Smartphones & tablets are ideal for content consumption as well as creation**

▸ At their core, our mobile devices were designed for **one-to-one** communications but handle **o**ne-to-many and **many-to-many** communications scenarios with ease

▸ **FACT:** Sometimes the easiest way to learn something is to "reach out and tap the right resource(s)" who have those answers

ROBUST² MODEL: *U= USER-CENTRIC*

▸ ROBUST² mLearning mandates a frictionless, intuitive *User Experience/Learner Experience (UX/LX)* across every feature & function

▸ It builds atop universally accepted device & application use cases *everyone is comfortable* via the social, game-enabled & predictive patterns commonly found across all popular consumer apps & services

▸ It also leverages all of the available affordances of modern mobile devices *– from cameras to accelerometers to image libraries to peripherals –* to make learning more interesting & impactful

▸ FACT: The average person uses their mobile devices 100 times daily accessing nearly a dozen apps & unique services

ROBUST² MODEL: *S = SECURE*

- ROBUST² mLearning mandates *full end-to-end security* to insure only the right learners at the right time have access to secure information & experiences *without compromise*

  - SSO integration (including offline)

  - Pin code validations

  - Two Factor Authentication methods

  - Time-based restrictions

  - Geolocation & geofencing options

- Security so solid "it makes IT smile"

FACT: Enterprise mLearning can be MORE secure than traditional eLearning

ROBUST² MODEL: *TRACKED*

▸ ROBUST² mLearning moves beyond just tracking "who did what and when" to help L&D teams measure & analyze *broader patterns & trends*

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▶ Make sense of/leverage gathered data using a variety of next-gen tools & methods like predictive analytics, xAPI, Machine Learning/AI

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▶ Modern learning teams are increasingly staffed with data scientists & analysts who can help make sense of what's happened as well as what can or should happen in well-prepared organization

▶ Fact: "What gets measured, gets done"

"What are learners accessing?"

"Which features are most useful?"

"What content types are preferred?

"Best rated & most favorited?"

ROBUST² MODEL: *TRANSFORMATIONAL*

- ROBUST² **mLearning** must "move the needle" of current expectations & evolve *beyond the status quo*

- Mobile alters the paradigm of how certain learning tasks are approached & accomplished; remember, *all learning may not be mobile but all learners are*

- FACT: Mobile is an enabler for thinking & performing both typical & critical tasks in different ways

ROBUST² MLEARNING = PROGRESS; *YOUR BENEFITS WILL INCLUDE...*

Increased ROI   Improved Performance   Team Readiness

HOW PREPARED WOULD YOU SAY YOUR ORGANIZATION IS TO ADOPT THIS KIND OF MODEL?

- Not at all
- Somewhat
- Pretty close
- Absolutely
- Already there

SECTION 3

KEY USE CASES & SOLUTION EXAMPLES

ROBUST² MLEARNING POWERS DIFFERENT TYPES OF LEARNING INCL...

Sales Training

Product Knowledge

Remote Learning

USE CASE #1
SALES TRAINING
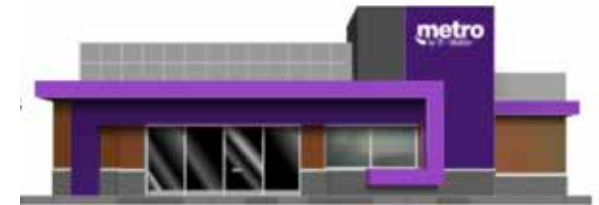
Company: **Metro by T-Mobile (UCA-Prepaid)**

Use Case: Channel Sales Training (National program)

Audience: 35,000 Sales Professionals in 9,000+ Dealer Locations

Challenges: T-Mobile's L&D team selected OnPoint's CellCast & online learning platforms to replace a legacy LMS platform (CSOD) for external channel sales training that needed to be more mobile friendly, social, game-enabled and engaging for a young, millennial workforce. A highly customized UX layer is deployed via the web and branded native apps to on-the-go learners needing access to various onboarding, product and sales training programs. Custom APIs connect the sales training platform to other enterprise services including Salesforce and Workday, a provisioning portal and other services. Requested enhancements have spanned adding support for extended ILT/webinar functions, new social networking features, "experiential points" in games, and enhanced security based on geofencing.

Technologies: OnPoint Portal/CellCast Apps + Gamification Engine, Social & Analytics

Outcomes: Launching in Q1'19 to 35,000+ learners accessing the site via online browsers, BYOD mobile devices and shared in-store tablets. Custom integrations and migration of historical information were the focus of initial phases.
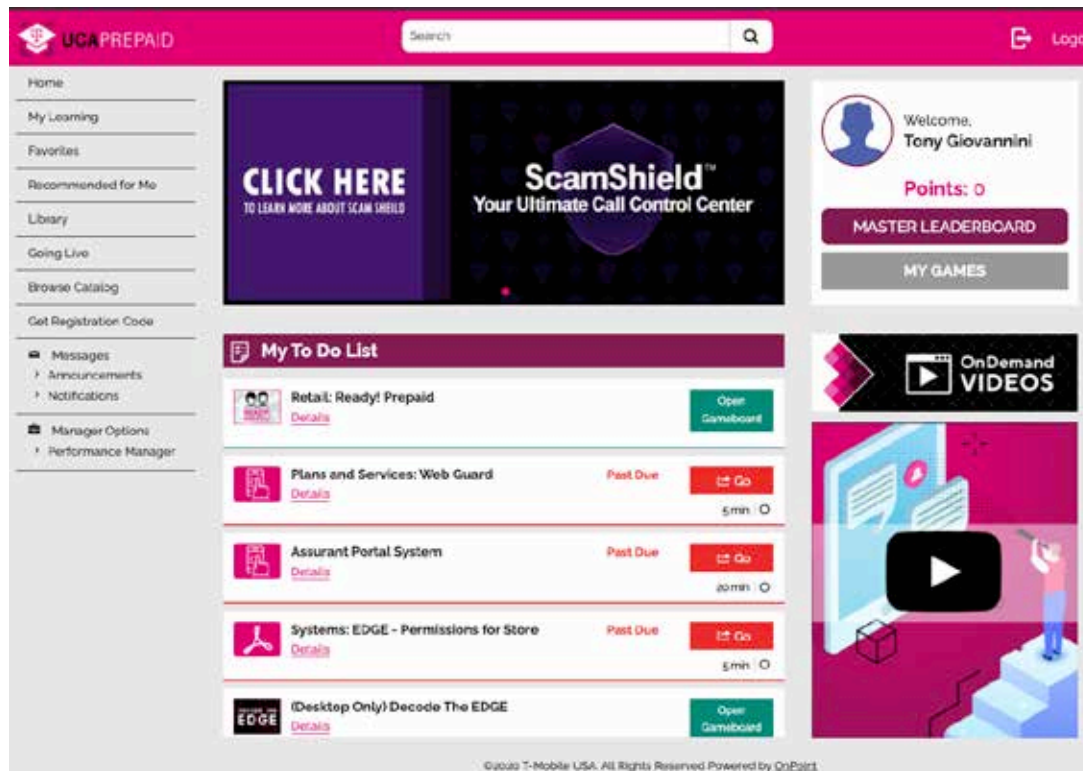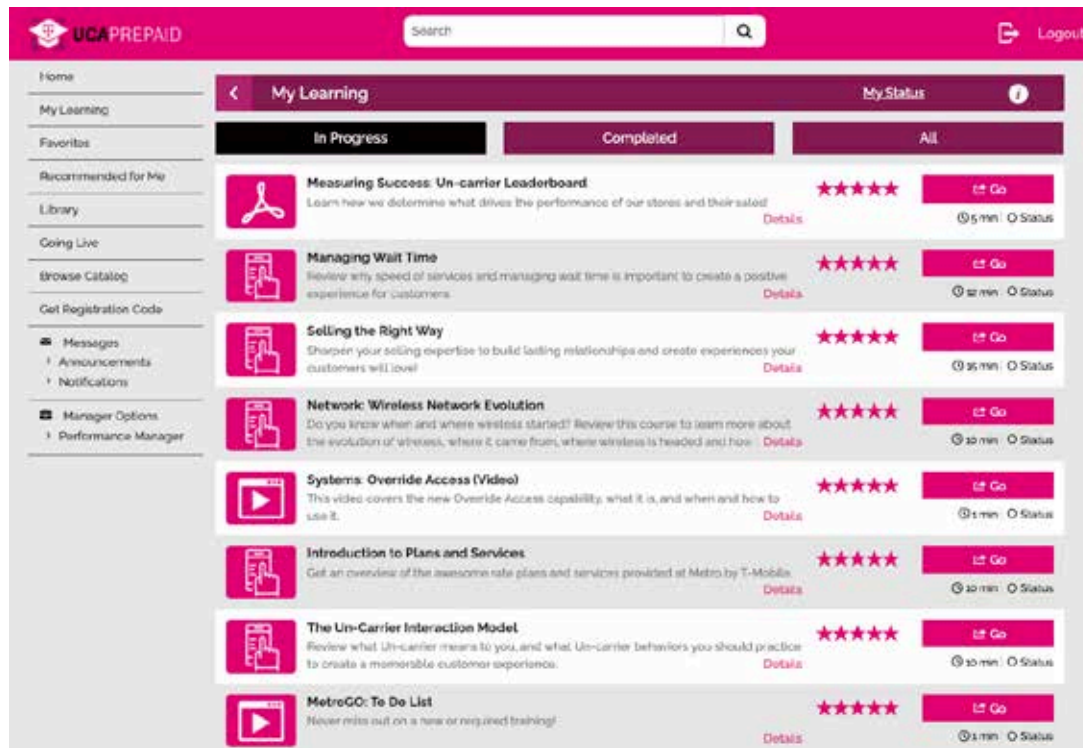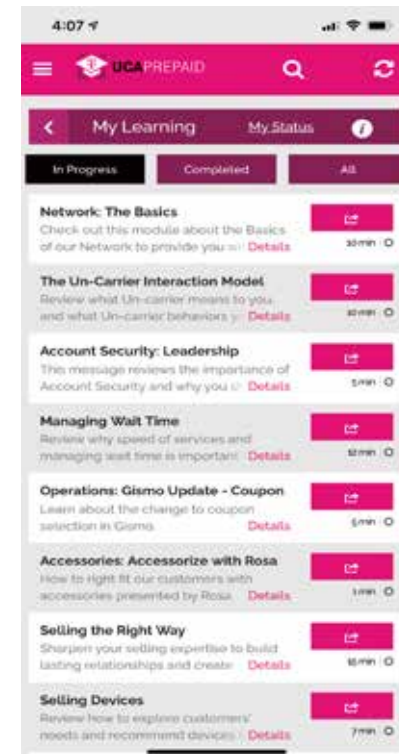
USE CASE #1
SALES TRAINING

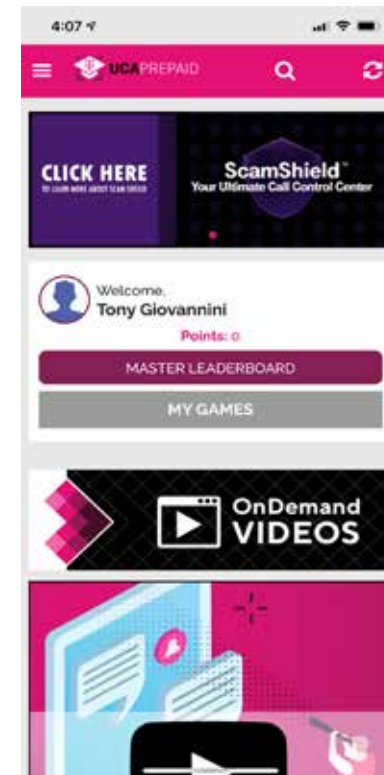*Portal & Tablet Experience*
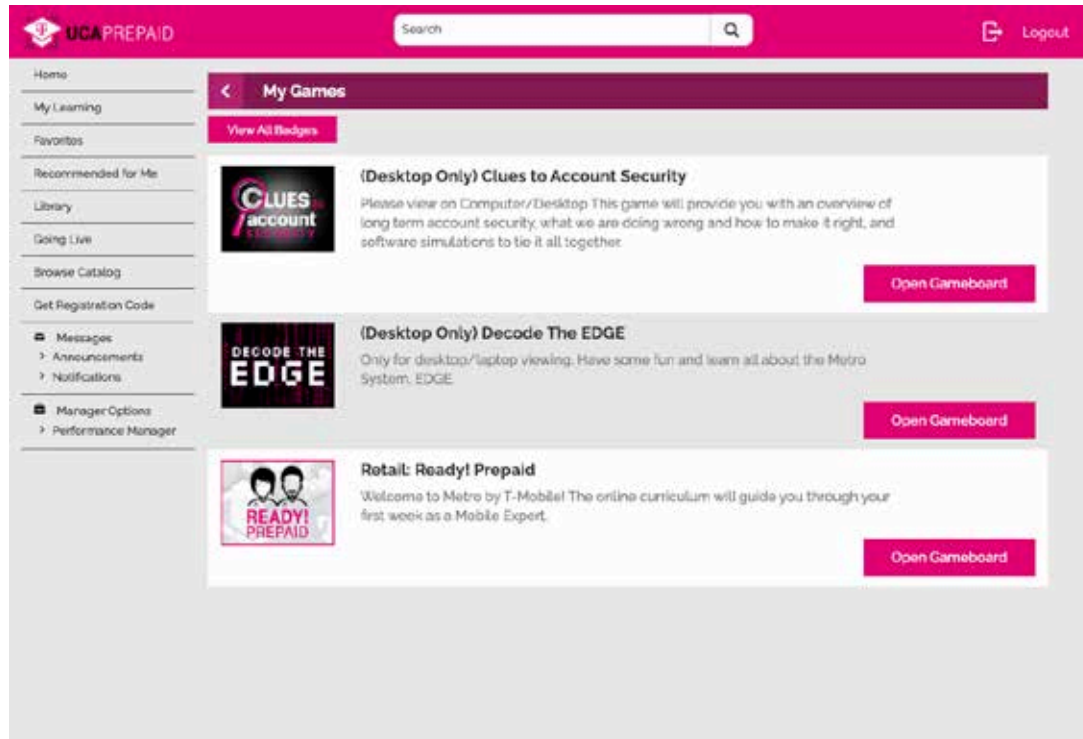
Handset Experience

USE CASE #1
SALES TRAINING

Portal & Tablet Experience

Handset Experience

USE CASE #1
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Portal & Tablet Experience
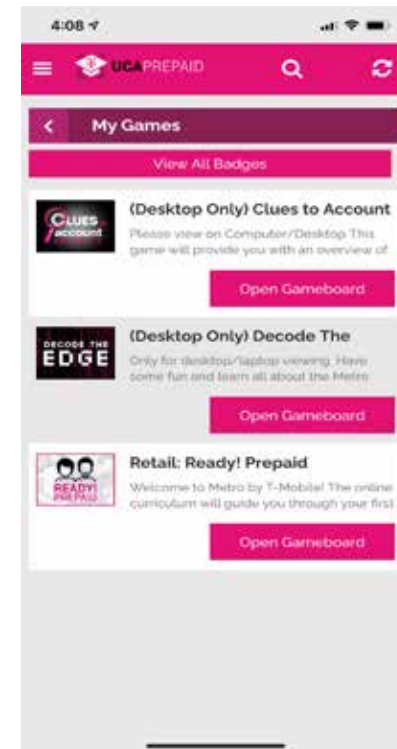
Handset Experience

‎T‎ ‎·Mobile·

USE CASE #1
SALES TRAINING

Custom Gameboards

T Mobile
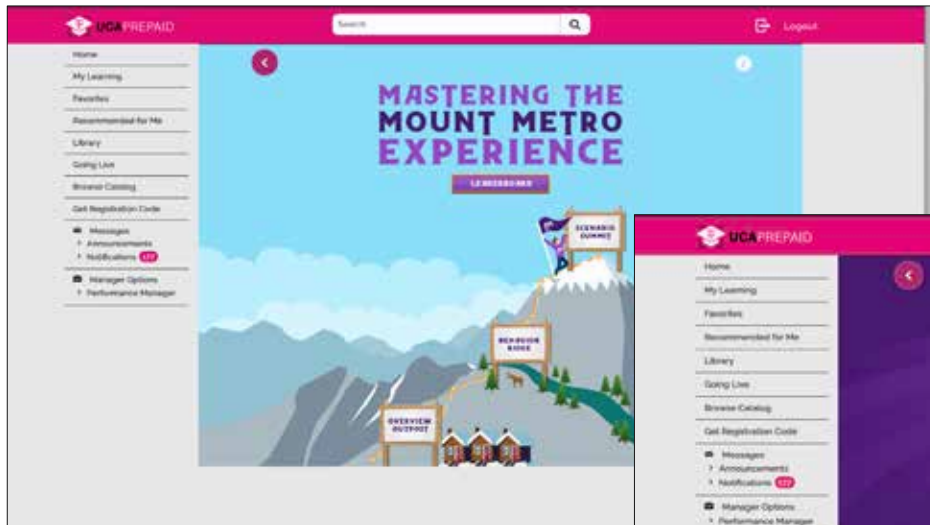
USE CASE #1
SALES TRAINING

Custom Gameboards

USE CASE #2
PRODUCT KNOWLEDGE

Organization: **Samsung APAC**

Use Case: Product Knowledge – New Device Launch

Audience: Sales Pros, Directors/Managers @ 24 Carriers/Retailers = 20K

Overview: OnPoint teamed with Sidney, Australia-based Learning Plan to create a blended learning program that mixed on-demand content, ILT/webinar and scheduled, iterative learning to sales professionals on their own personal devices (Android, iOS, Windows, online, whatever). Customized UX fronted an online portal as well as native apps & mobile web for seamless experience. Also provided social constructs and access-to-experts whenever needed.

Challenges: Any time, any device (not just Samsung/Android) and multi-language support for what was considered "elective learning"; *timeframe from contract to launch was six weeks*
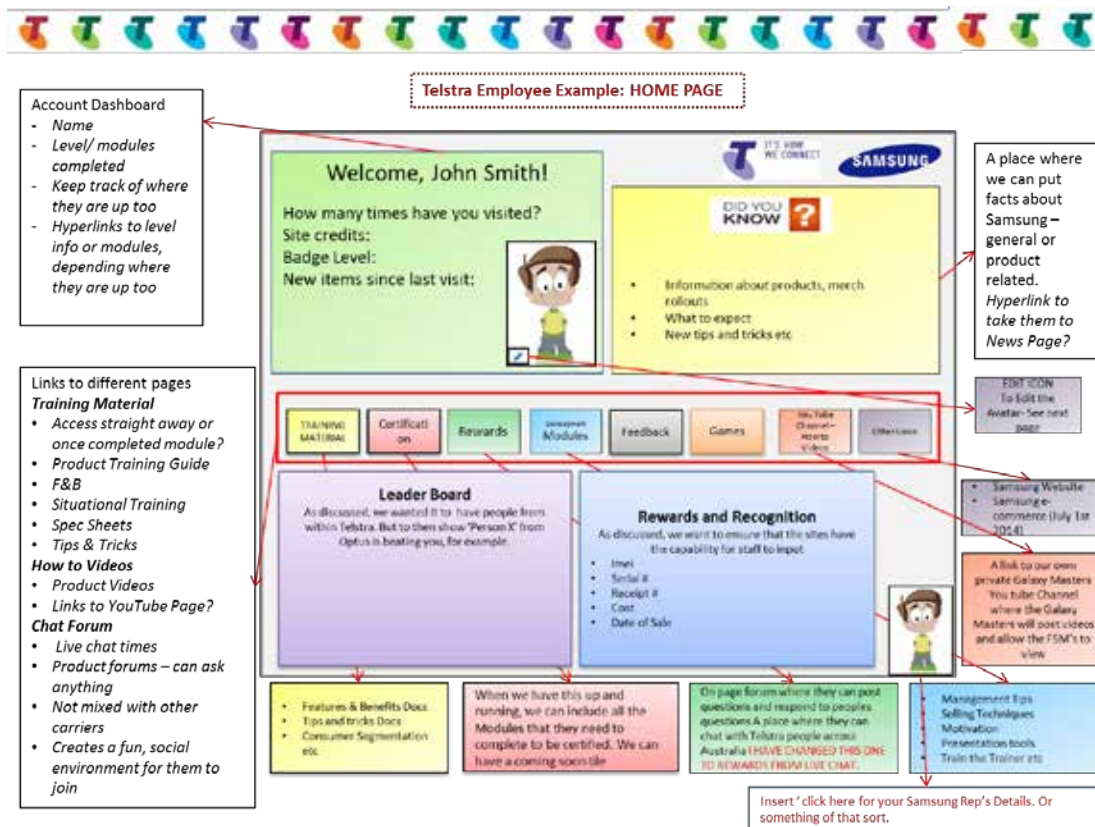
Technology: Learning Portal & CellCast apps from OnPoint Digital

Outcomes: Launched on-time (over budget) to all participating retailers & carriers; training was central to launch success in APAC and participation improved "an order of magnitude" over previous learning approaches.

USE CASE #2
PRODUCT KNOWLEDGE

What the customer envisioned…

Telstra Employee Example: HOME PAGE

Account Dashboard
- Name
- Level/ modules completed
- Keep track of where they are up too
- Hyperlinks to level info or modules, depending where they are up too

Links to different pages
Training Material
- Access straight away or once completed module?
- Product Training Guide
- F&B
- Situational Training
- Spec Sheets
- Tips & Tricks
How to Videos
- Product Videos
- Links to YouTube Page?
Chat Forum
- Live chat times
- Product forums – can ask anything
- Not mixed with other carriers
- Creates a fun, social environment for them to join

Welcome, John Smith!

How many times have you visited?
Site credits:
Badge Level:
New items since last visit:

DID YOU KNOW ?
- Information about products, merch rollouts
- What to expect
- New tips and tricks etc

A place where we can put facts about Samsung – general or product related. *Hyperlink to take them to News Page?*

EDIT ICON To Edit the Avatar- See next page

TRAINING MATERIAL | Certification | Rewards | Development Modules | Feedback | Games | YouTube Channel- How to Videos | Other Links

Leader Board
As discussed, we wanted it to have people from within Telstra. But to then show 'Person X' from Optus is beating you, for example.

Rewards and Recognition
As discussed, we want to ensure that the sites have the capability for staff to input
- Imei
- Serial #
- Receipt #
- Cost
- Date of Sale

- Samsung Website
- Samsung e-commerce (July 1st 2014)

A link to our own private Galaxy Masters You tube Channel where the Galaxy Masters will post videos and allow the FSM's to view

- Features & Benefits Docs
- Tips and tricks Docs
- Consumer Segmentation etc.

When we have this up and running, we can include all the Modules that they need to complete to be certified. We can have a coming soon tile

On page forum where they can post questions and respond to peoples questions A place where they can chat with Telstra people across Australia I HAVE CHANGED THIS ONE TO REWARDS FROM LIVE CHAT.

Management Tips
Selling Techniques
Motivation
Presentation tools
Train the Trainer etc

Insert 'click here for your Samsung Rep's Details. Or something of that sort.

USE CASE #2
PRODUCT KNOWLEDGE

Great Clips®
IT'S GONNA BE GREAT™

USE CASE #3
REMOTE LEARNING

Organization: **Great Clips for Hair (USA's Largest Franchise Salon Chain)**

Use Case: Onboarding/Ongoing Training for Franchisees & Stylists

Audience: 70K Learners across 4,700 Salon across North America

Challenges: Great Clips has used OnPoint's LMS & CellCast Solution platforms to package and deliver all their training programs for more than a decade. Their biggest challenges are the creation, delivery and support of learning to non-employees (who work for franchisees) using a very small team of 6 internal resources + outbound (mostly virtual) field trainers.

Technology: Learning Experience Portal, CellCast & *Digital Classroom*

Outcomes: Launched 2008 to support train-the-trainer programs but has now grown to be one of OnPoint's most comprehensive and committed enterprises training all internal and external resources across their ecosystem with custom UX, gamification, enterprise mobile, analytics and more. Key additions since 2020 include new Data Warehouse and Advanced Analytics modules plus shift to distance learning using *Digital Classroom* with integrated Zoom, xAPI and more.

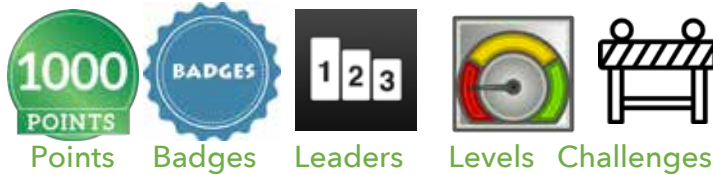# Great Clips®
IT'S GONNA BE GREAT™

USE CASE #3
REMOTE LEARNING

Game Templates

+

articulate®

+
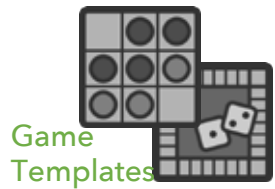
Content & Media
(SCORM & xAPI)

1000 POINTS — Points
BADGES — Badges
1 2 3 — Leaders
Levels
Challenges

+

Great Clips® ACADEMY
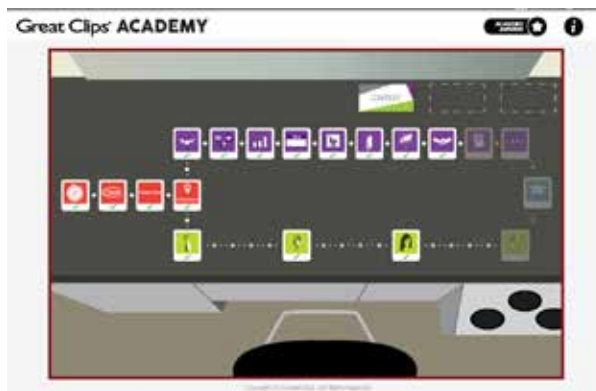
Custom Gameboards

Gamification
(Dynamics & Mechanics)

DWL ⟷ Sales & CustSat
(by Location & Stylist)

LMS ⟷ LRS

ONPOINT DIGITAL

Web Server/Mobile Gateway

Registration & Ecommerce

Administrator & Manager Consoles

Management

iOS & Android

Franchise Tablets

Online Users

Delivery
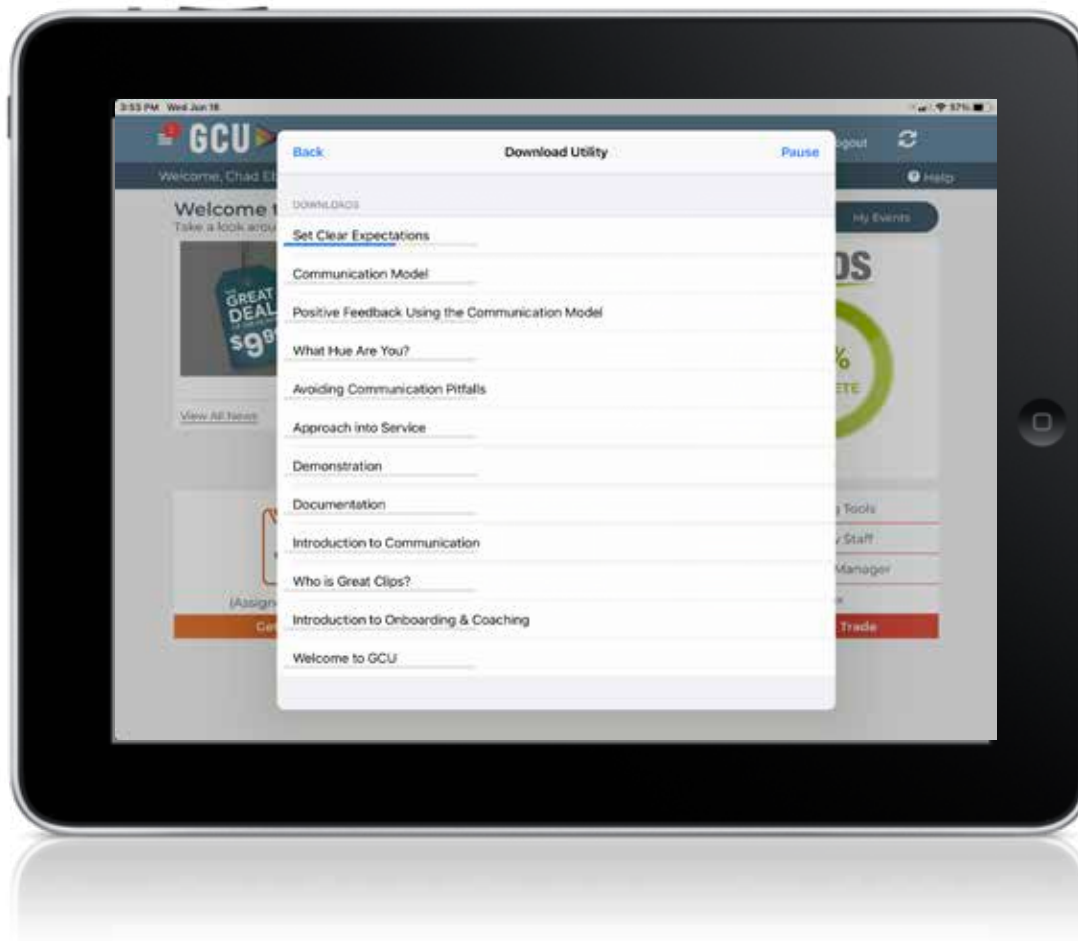
ROBUST[2] Features

- Shared tablet devices in each salon allow staff to access all training in a highly portable, convenient method
- All content is secure & only accessible to "current users"; downloaded once for every eligible learner but tracked independently
- Progress & tracking data synched via lower priority data channels that don't impact salon operations

Great Clips®

IT'S GONNA BE GREAT™
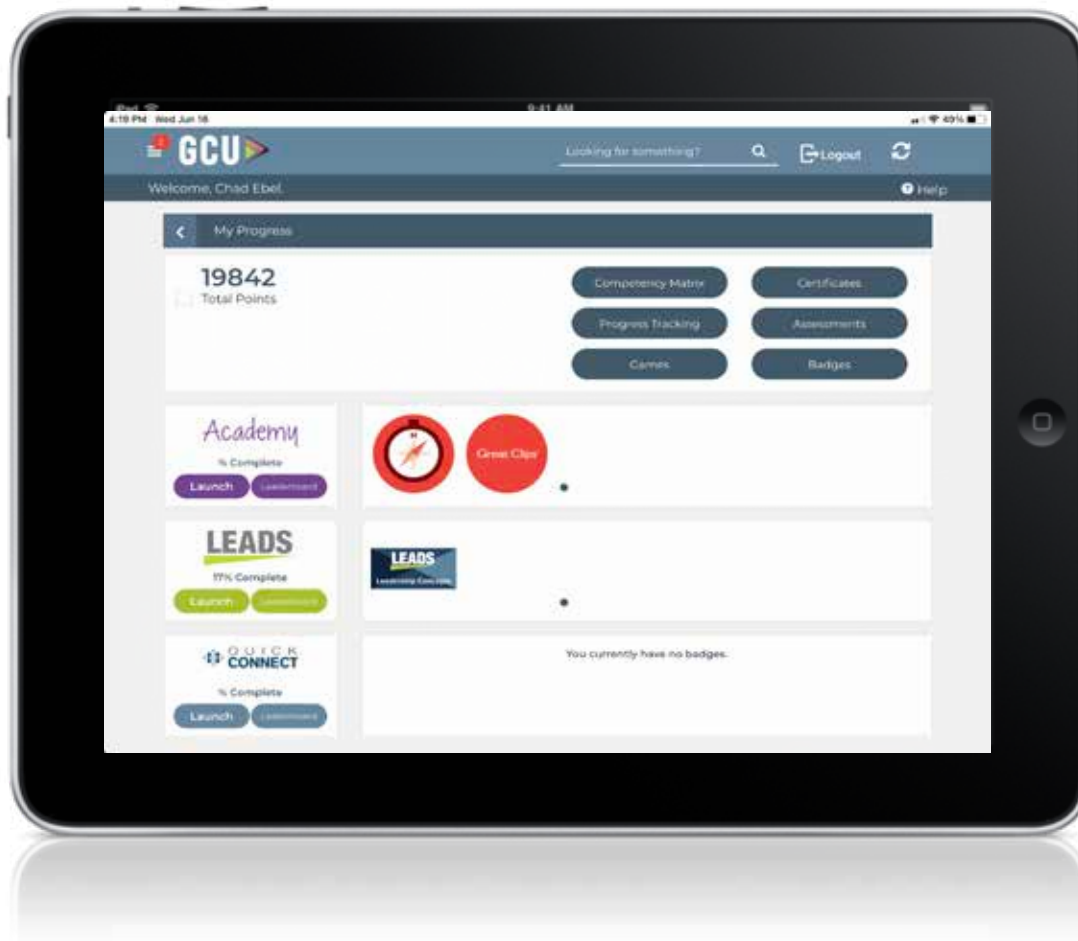
ROBUST[2] Features

- All learning assignments as well as access to class materials is provisioned via purpose-built UX/LX design using selectable templates
- Game mechanics are applied & tracked to drive engagement & participation
- All actions, interactions & behaviors are tracked are xAPI statements & available via reporting & analytics

Great Clips®

IT'S GONNA BE GREAT™

"Pandemic-induced" Transition

- Had mandate to change from traditional ILT to virtual classes quickly/seamlessly
- Digital Classroom module handles registrations & approvals, pre-work lessons, in-class learning delivery & interactions, certification & testing, on-going cohort interactions, more
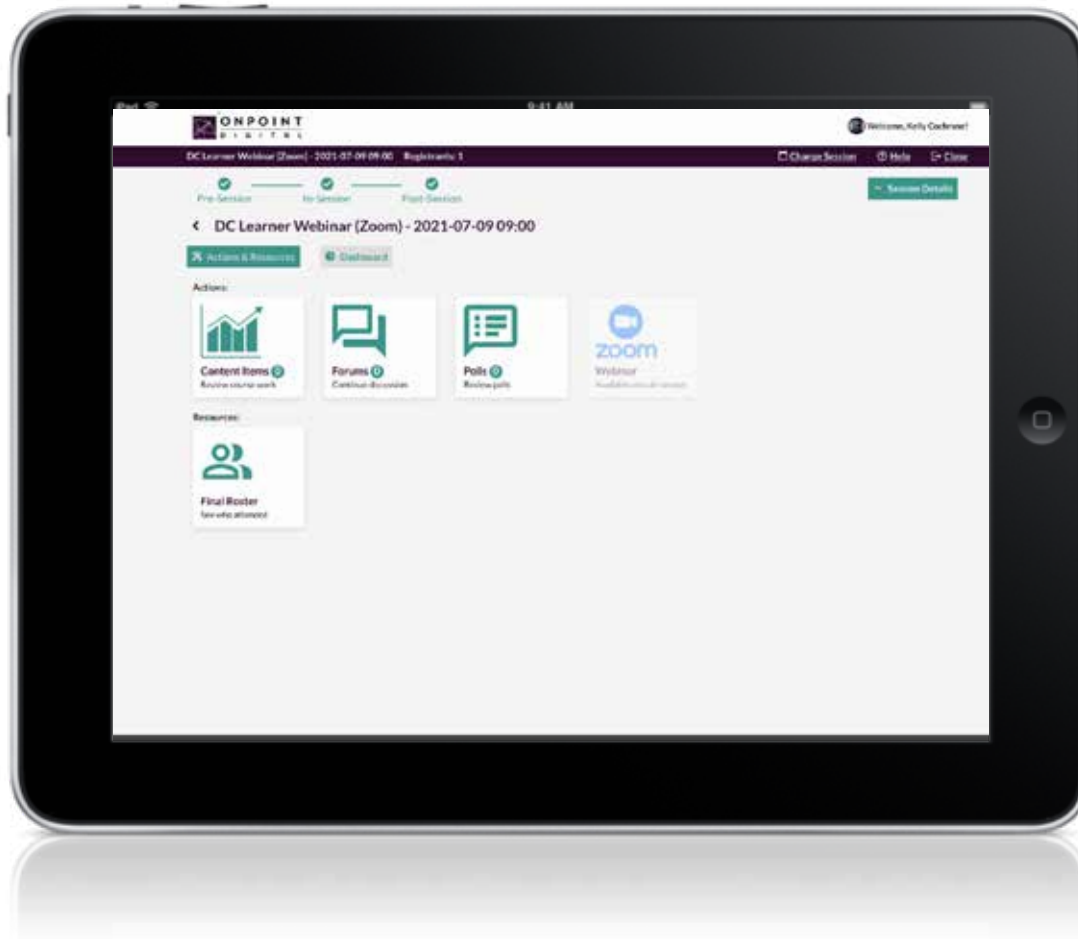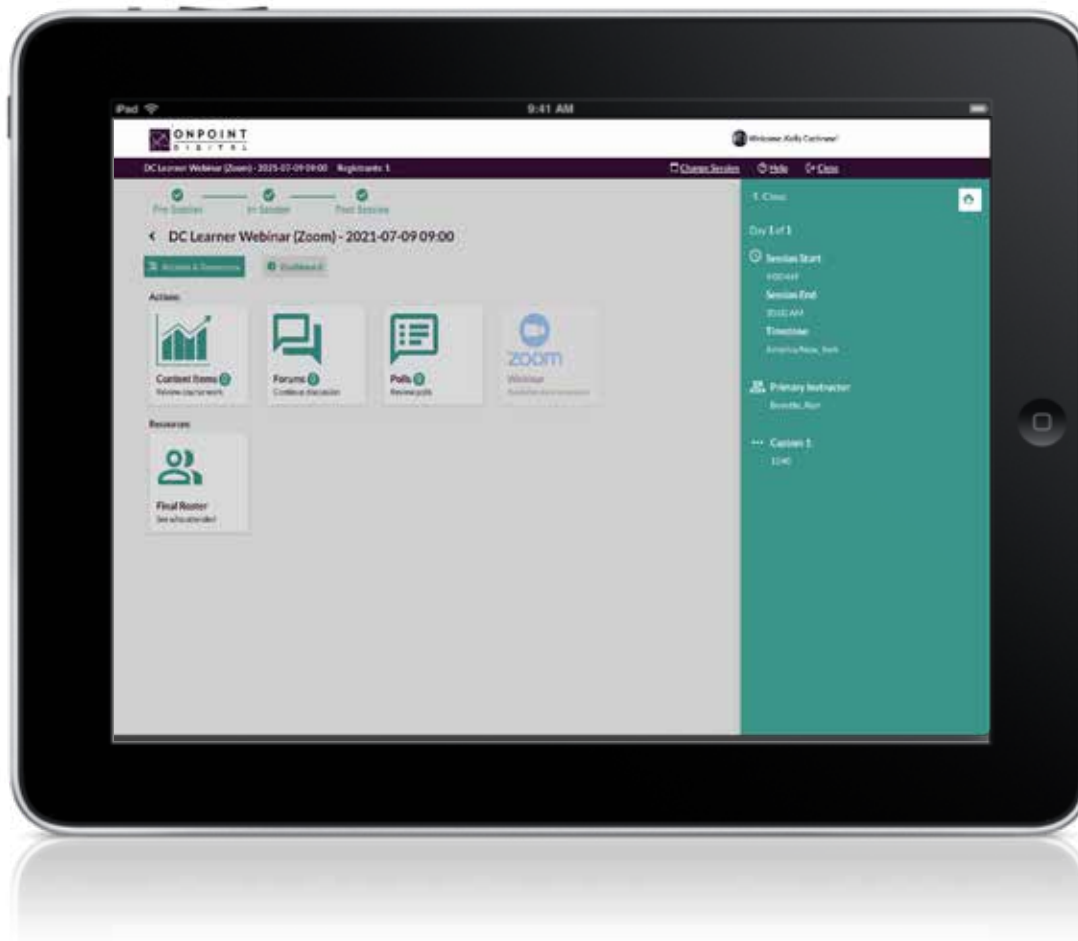
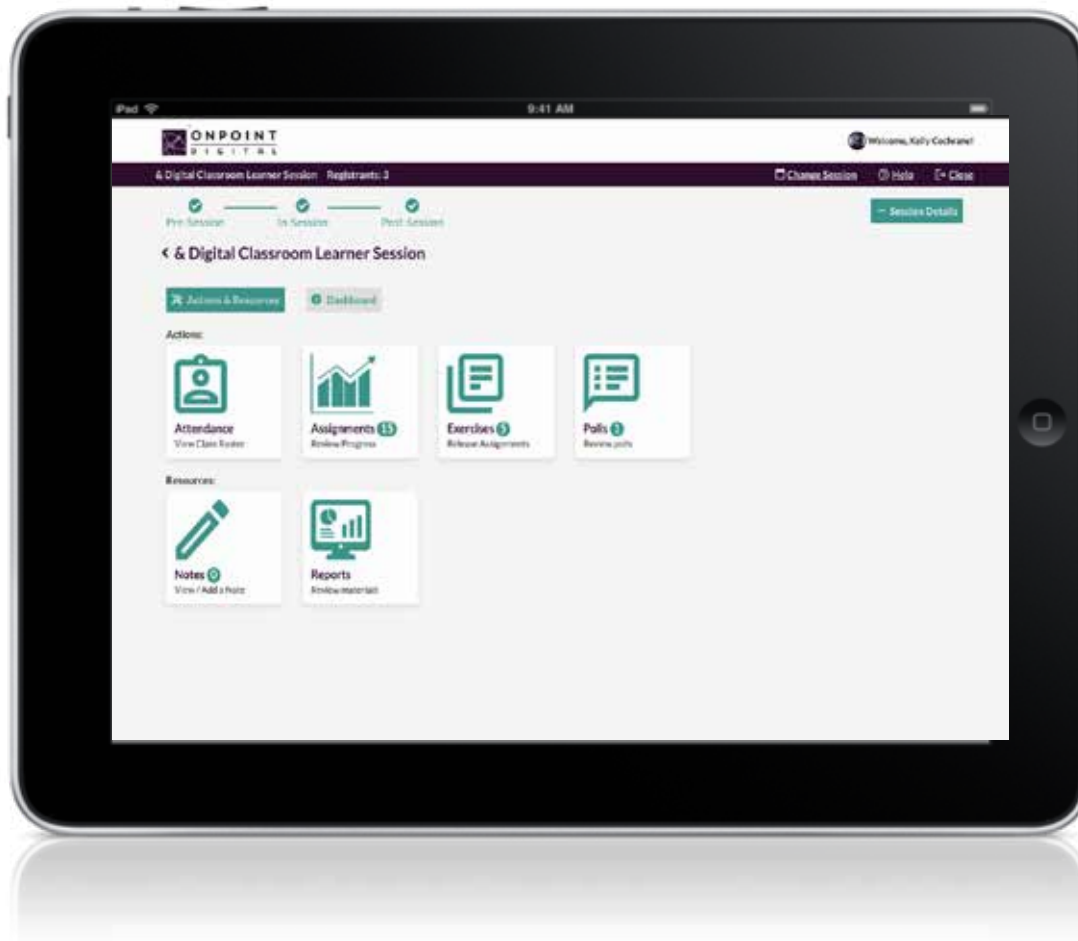# Great Clips®

IT'S GONNA BE GREAT™

The Learner Experience

- Direct access to all class materials "before, during & after" the class
- Able to participate in threaded discussions, connect with peers & experts, participate in polls & further their knowledge

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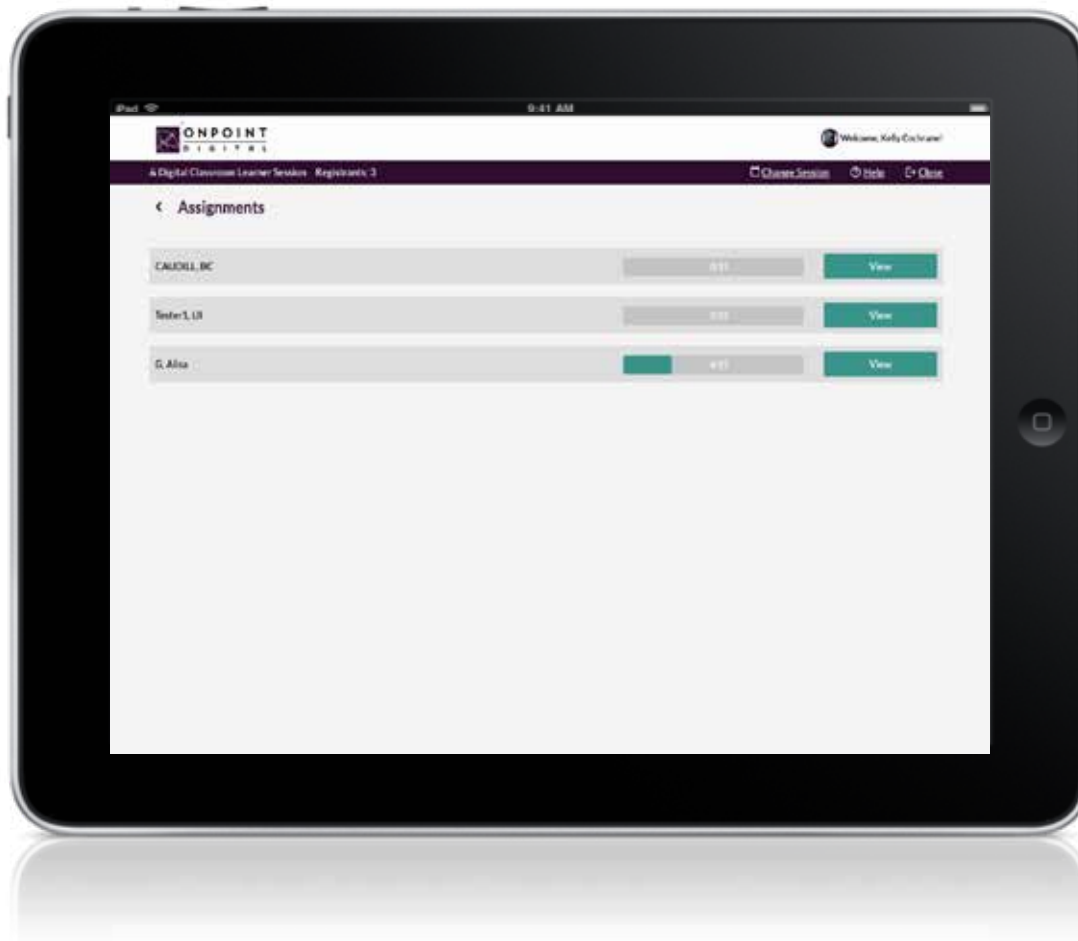## The Instructor Experience

- Helps organize & manage every aspect of classes they need to deliver whether onsite or using distance learning
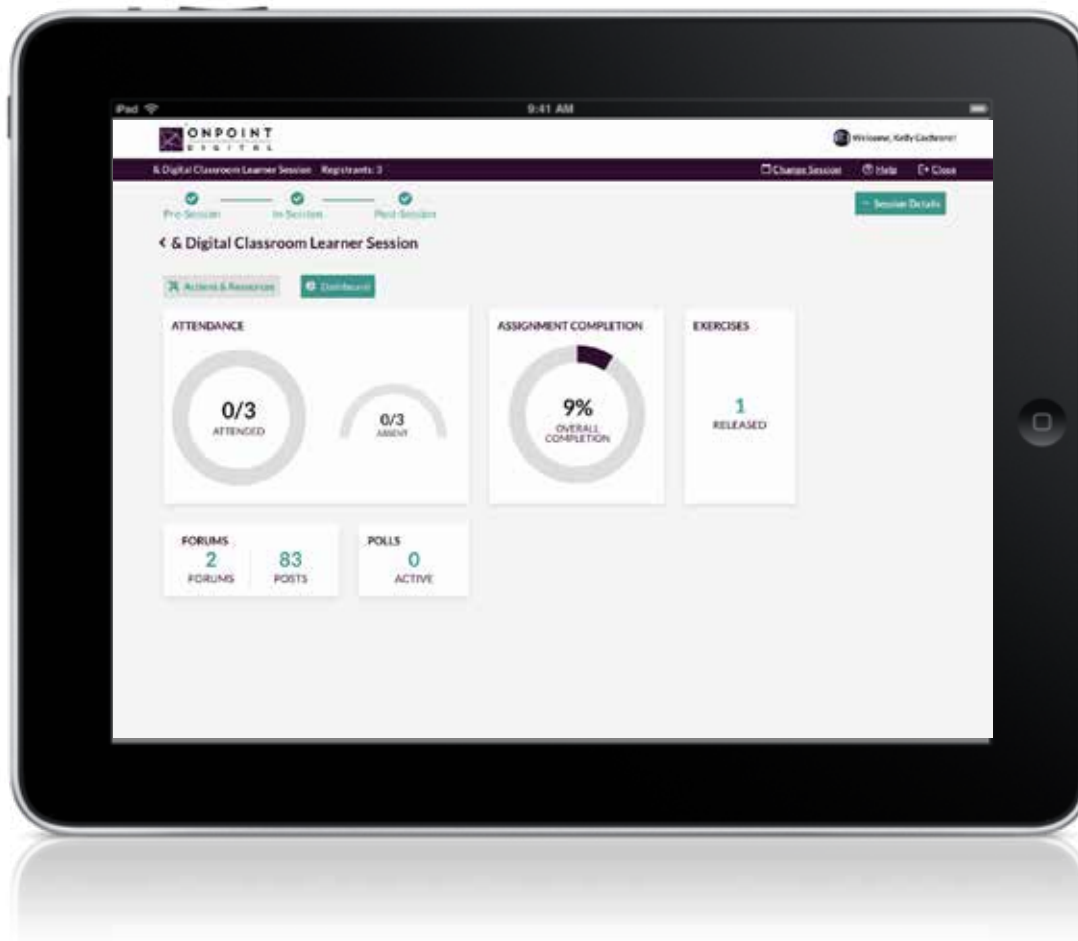
The Instructor Experience

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- Streamlines methods to see who's prepared & learning at individual, class/cohort, franchise & global levels

1. KEY USE CASES & SOLUTION EXAMPLES

3. KEY USE CASES & SOLUTION EXAMPLES

The Instructor Experience

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DID THESE EXAMPLE ADHERE TO ROBUST[2] MLEARNING PRINCIPALS?

	RESPONSIVE	OFFLINE	BI-DIRECTIONAL	USER-CENTRIC	SECURE	TRACKED	TRANSFORMATIVE
Sales Training	Yes	Yes	Yes	Yes	Yes	Yes	*Yes!*
Product Knowledge	Yes	Yes	Yes	Yes	Yes	Yes	*Yes!*
Remote Learning	Yes	Yes	Yes	Yes	Yes	Yes	*Yes!*

SECTION 4

SUMMARY & CONCLUSIONS

Key Takeaways

- Mobile learning is just as effective as other modalities.
- Organizations must build out a strategy for how, when, and where they want to leverage mobile learning.
- There needs to be more content that is not just mobile-ready but optimized for a mobile experience.
- Work with IT to identify and mitigate any legitimate security concerns
- Drive adoption through mobile-specific campaigns.
- Assign points/badges to learning completed via mobile devices.

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"R.O.B.U.S.T.^{2}" MOBILE LEARNING ROCKS!

- **RESPONSIVE** = Optimized for every display

- **OFFLINE** = Access whenever you need it

- **BI-DIRECTIONAL** = Interacts with peers/teams/leaders

- **USER-CENTRIC** = Social, game-enabled & predictive

- **SECURE** = Enterprise-grade: *More secure than online*!

- **TRACKED** = Measures everything & shares insights

- **TRANSFORMATIONAL** = *Exceeds all expectations in a variety of use cases*

▶ Mobile Learning is making a real difference for training teams & organizations committed to "anytime, anywhere learning"

▶ **Yesterday's compromises need no longer be issues in today's learning cultures**

▶ ROBUST^2 Mobile Learning is capable, scalable, economical, compelling & rewarding for participants & leaders alike

Questions?

If you have any additional questions, please email us at success@brandonhall.com

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- Talent Management
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- Talent Acquisition
- Workforce Management
- Diversity and Inclusion

Thank you for joining us today

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