



Using adaptive, scalable
learning to maximize

GROWTH

2020



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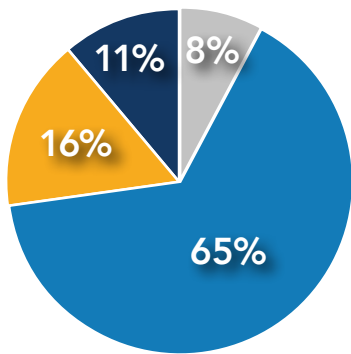
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Introduction

As organizations shift to a more contextual, learning environment they are often challenged by scale. It can be difficult to meet the needs of multiple learning audiences across businesses, geographies and even outside of the organization. As different stakeholders have sought to solve these challenges, more than one quarter of organizations have ended up with two or more learning platforms operating at the same time.

Number of LMSs

● None ● One ● Two ● Three+



Source: 2019 Brandon Hall Group Learning Technology Study

The technology ecosystem for many organizations is poised to become even more complex in pursuit of the optimal learner experience.

Learners need access to resources beyond courses and classes, so organizations have been adding technologies to solve this.

Employees need access to information

64%

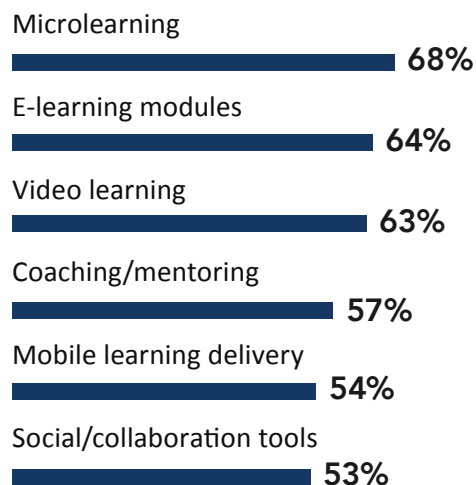
Weekly, daily or more often

How often would you expect your individual contributor population, on average, to need to connect with learning resources to effectively perform their job?

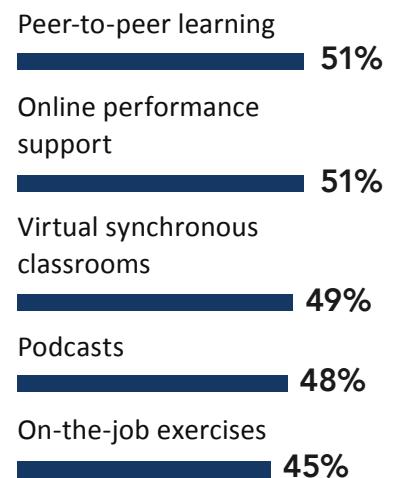
Source: 2019 Brandon Hall Group Learning Strategy Study

Organizations plan to increase their use of microlearning, video, and mobile learning, and seek to add technologies to manage all of this — in addition to their LMS — because their LMS cannot deliver.

Where are we headed?



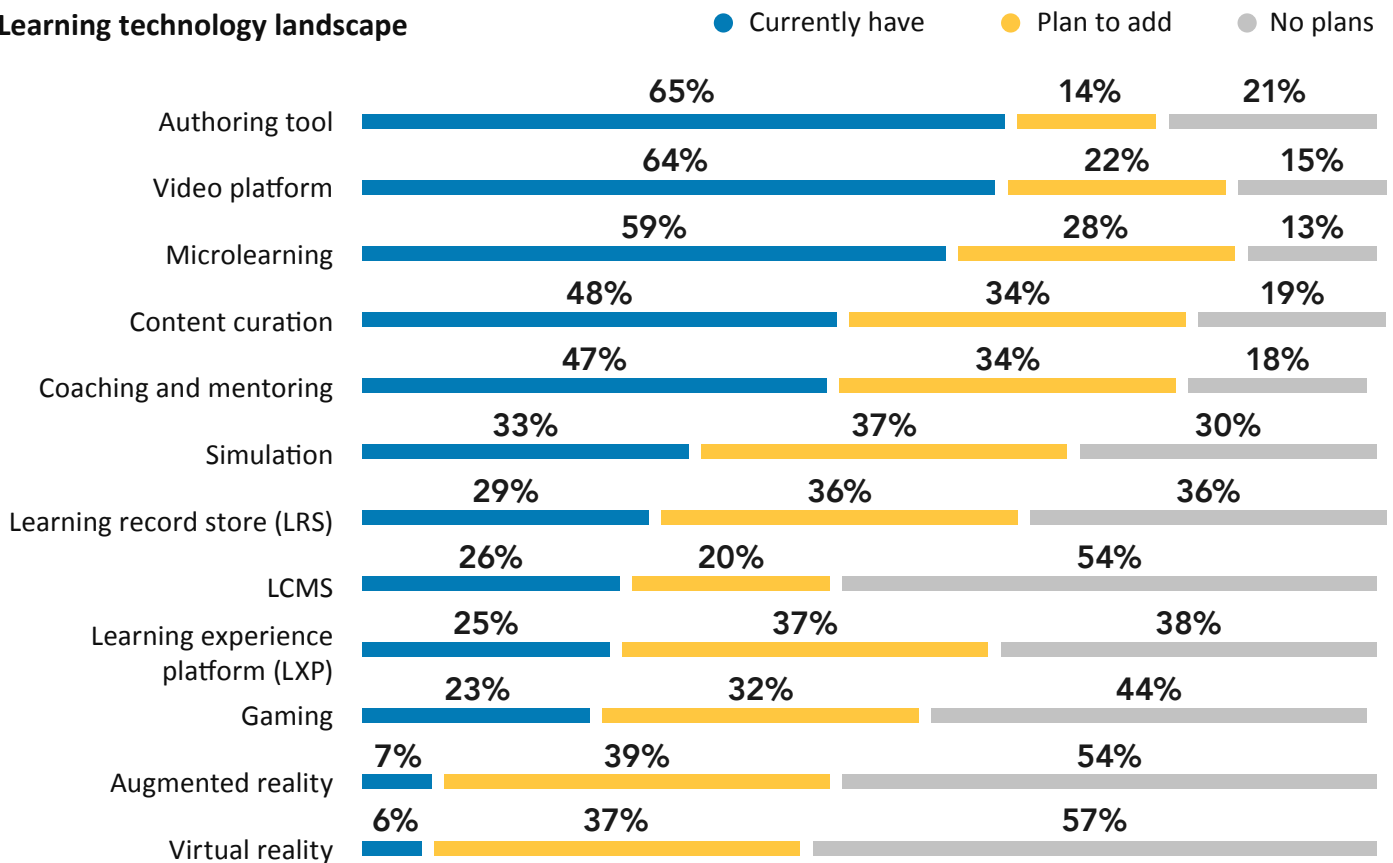
Planning to increase



Source: 2019 Brandon Hall Group Learning Strategy Study

Using adaptive, scalable learning to maximize growth

Learning technology landscape

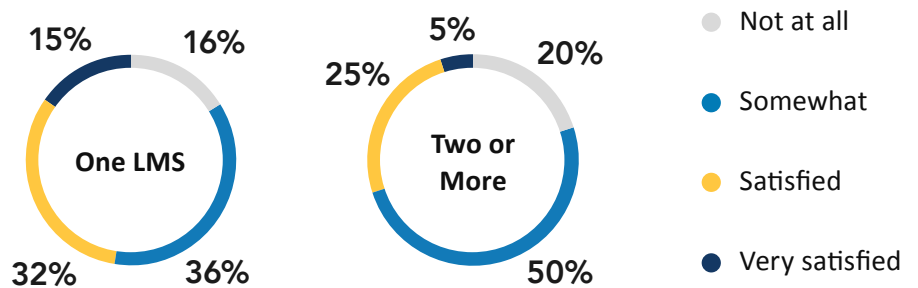


Source: 2019 Brandon Hall Group Learning Technology Study

What we have found, however, is that satisfaction with technology begins to drop as the number of platforms increases. When we look at the overall satisfaction levels for companies with one LMS versus multiple LMSs, we see lower satisfaction ratings.

Scale is not just an issue due to the number of technology solutions in place, either. More and more organizations are delivering learning outside the four walls of the enterprise to diverse audiences, including remote teams, resellers, and customers. With each new audience, the issue of scale is compounded.

Overall LMS satisfaction

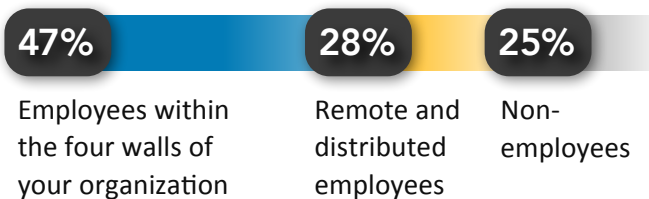


Source: 2019 Brandon Hall Group Learning Technology Study

Learning audience

To accelerate growth, companies should look into a solution that delivers different experiences for multiple audiences, supports multiple styles and learning goals with a tailored look and feel, and offers curated content spanning across multiple devices and audiences. The scaling issue can't be solved by dumbing down the learning to make delivery easier. Organizations must be able to deliver engaging, effective learning to all their learning audiences if they expect to see results. Businesses where learning is making a strong impact on things such as time to productivity, voluntary turnover, and individual performance, provide experiences with certain characteristics (we call these "high impact" organizations).

Learning audience

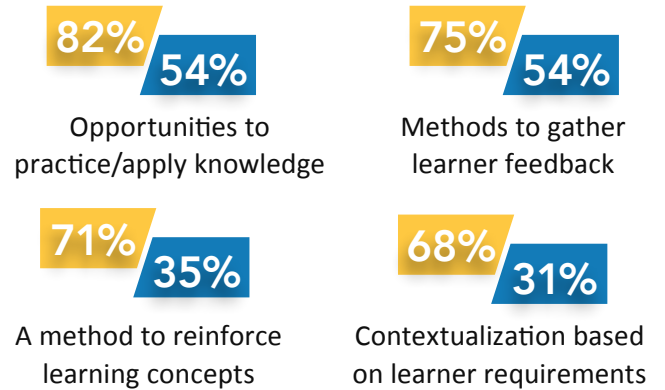


Source: 2019 Brandon Hall Group

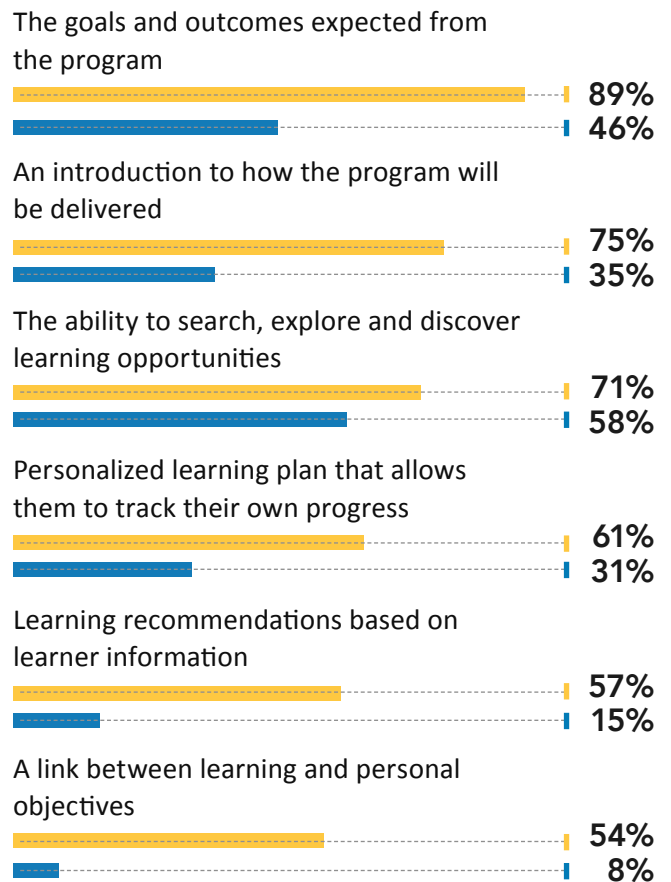
To ensure the experience is truly contextual or learners, high impact companies provide recommendations to learners based on things such as their role, career path, and what learning they have previously interacted with. They also give learners a link between the learning they are being offered and their personal objectives. Organizations that want to provide this kind of learning experience must understand that not all technologies can provide that at scale.

● High impact ● Low impact

Learning experience elements



What does the learner need?



Source: 2019 Brandon Hall Group
Learner Experience Study

In addition to these characteristics, companies with high-impact learning also make the learning far more accessible than other companies. When it comes to learning technology, the No. 1 thing learners want is access to information. High impact companies do this by offering a wide variety of modalities, which allow them to reach learners when, where and how they need to be reached.

Take 5 Oil Change



Take 5 Oil Change is a national drive-through oil change service provider. They are also part of a larger organization with multiple sister brands — MAACO, Meineke and more. With multiple locations spread out across the U.S., it is important to be able to deliver a consistent customer experience, no matter

where they are. This means consistent, standardized training across a growing franchise and company-owned store base. However, the company had no centralized destination that employees could go to for quick answers.

They needed an extended enterprise platform that could provide unique, branded experiences to employees of all brands, while ensuring learners within each brand were getting consistent, engaging

CASE IN POINT

training. Rather than choosing separate platforms for each brand and audience, Take 5 leveraged the Docebo platform to deliver everything from one place.

This resulted in significant cost savings, but more importantly, they were able to connect the learners to have their questions answered. The company's support resources were needed far less as more than 6,000 questions per month are answered across 2,000 active users.



Splunk



Splunk, a global data management firm, has multiple departments with very different learning needs. Rather than have a learning platform for each department, Splunk used the Extended Enterprise module of Docebo to manage learning for these internal groups. They created custom-branded experiences for each group and each team had a designated power user empowered to manage the learning environment. The result was unique, engaging

learning platforms for each department — all delivered from one unified location.

Organizations with either complex internal needs or an extended-enterprise environment can alleviate many of the challenges associated with these situations by relying on a single unified platform. There are many reasons to consider a solution that can grow and expand regardless of complexity:

- > **Typically lower cost.** The fewer technologies needed to deliver the best learning experience for your audiences means easier management and usually lower costs.

CASE IN POINT

- > **Faster development.** Deploying to just one platform makes learning more agile and able to respond to rapid changes, especially in a dispersed retail environment.
- > **Seamless delivery.** A unified solution means creating and acquiring content once and delivering everywhere.
- > **Clearer reporting.** Reporting requires data and it can be challenging standardizing data from multiple systems.
- > **Higher engagement.** It is much easier to build an engaging experience and deliver it through one platform than have to create or deploy things multiple times.



Authors and contributors



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About Docebo

MAKE LEARNING YOUR COMPETITIVE ADVANTAGE

Trusted by more than 1,900 companies, the Docebo Learning Platform brings together the enterprise LMS you need, the experience your learners want and the power of Artificial Intelligence to make learning your competitive advantage.

docebo[®]

For more information, visit: docebo.com



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With more than 10,000 clients globally and 25 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

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