

# Learning goes places ...literally!



Origin Learning enables the world's leading transportation solution company to go mobile with its learning - thus enabling it to increase the reach of learning among employees and customers and increase revenue from learning sales.

## Business Challenge

Organizations globally, from small to large, are finding it increasingly difficult to achieve their learning objectives. With economies still crawling towards a full recovery, the first and biggest impact that is being felt by organizations is on the amount of learning required. Be it learner commitment, learning delivery, technology or content, the challenges get bigger and more complex.

The scene in a large multinational engineering company was no different. Apart from a crying need for learning accessible anywhere and anytime, they also needed a content strategy that can be replicated from employee learning to customer learning as well. Employees, especially, had the need for learning references not only during regular learning periods but on-the-job as well. Since the services and products that they were dealing with were not only complex but also constantly developing, there was a need for constant learning, even to the extent of referencing while at the customer's place. Being both a global multinational and a leader had a set of physical challenges -for example servicing customers in areas that have internet bandwidth constraints along with computer hardware shortages. And last but not the least, catering to a variety of audience types especially audiences for whom learning through visuals is more impactful than textual learning because of language constraint.

The company was growing exponentially across geographies with sales of its equipment across private companies and government owned enterprises. With the expanding sales, there was a significant need for technical training to operate and maintain these machineries. Developing countries were some of the client's biggest customers as there was a major thrust towards infrastructure development. However, finding skilled engineers and craft for operating and maintaining the sophisticated machinery was difficult. An annual attrition of 30-40% across developing countries and an aging work force in the traditional markets of the client meant that learning became a priority to continue the healthy growth of the company.

This organization wanted a content solution that not only overcame all these challenges but with minimal disruption to existing content and maintaining cost effectiveness.

A few more challenges thrown in:

- Training needed to be developed once and deployed across multiple devices, OS' and platforms
- Content needed to be accessed throughout the world
- Training to be developed for both service and support personnel
- Training needed to be accessed offsite and at service locations



"We were caught in the typical dilemma- do we think that mobile learning is just pushing content through mobile devices or mobile learning means we develop the learning curriculum from scratch? Thankfully Origin helped us see that we can go mobile by understanding what exactly we wanted to achieve. And then we got more than we anticipated!"

Director - Learning Operations

## The Solution

Origin proposed a content strategy that had mobile devices as the primary medium of delivery. Given the organization's policy for its employees and customers 'to bring their own devices', the solution became more complex because, the content had to fit into a variety of screen sizes and OS. Apart from this, the solution also required:

- An overhaul of its legacy training system and transition to a modern and flexible system that would be mobile / tablet friendly
- Ensure compliance to SCORM / AICC norms
- Make content compatible to all modern LMS
- A browser based strategy to be utilized instead of an app based strategy because the customer did not want to have their content on the app stores
- Training with high visual content so as to reduce text on the screen and make it universally acceptable

Origin developed a content solution that was:

- Graphically rich and reduced the 'text on screen'
- Developed on HTML5 to enable delivery across devices
- Touch friendly
- Created just once but delivered across multiple screen sizes - this was done by:
  - Developing a '**smart launcher**' which would detect the device being used to access the course. This then delivers content formatted to the screen size, browser used and OS of the device
  - Developing multiple style sheets for PC, Tablet and Smart Phones, ensuring that the learning content was always delivered in a user friendly screen irrespective of devices used

## Customer Benefits

While customer benefits can and should be measurable, the intangibles sometimes far outweigh the immediate number crunching that happens.

The immediate measurable benefits included:

- Learning accessible anywhere, anytime
- SCORM 2004 and AICC compliant training
- Mobile deployment framework for LMS
- Increase in training acceptance by 40% over traditional training methods
- 73% reduction in time for learning when compared to traditional methods of training
- 25% reduction in time for classroom training
- 40% travel cost reduction for training related travel

What was most important for the client was its discovery of a new content strategy that will be replicated not only by its own division but by their group companies as well. Mobile learning is not a panacea but with the right mix and objectives, it is a strategy that is both efficient and effective.

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