

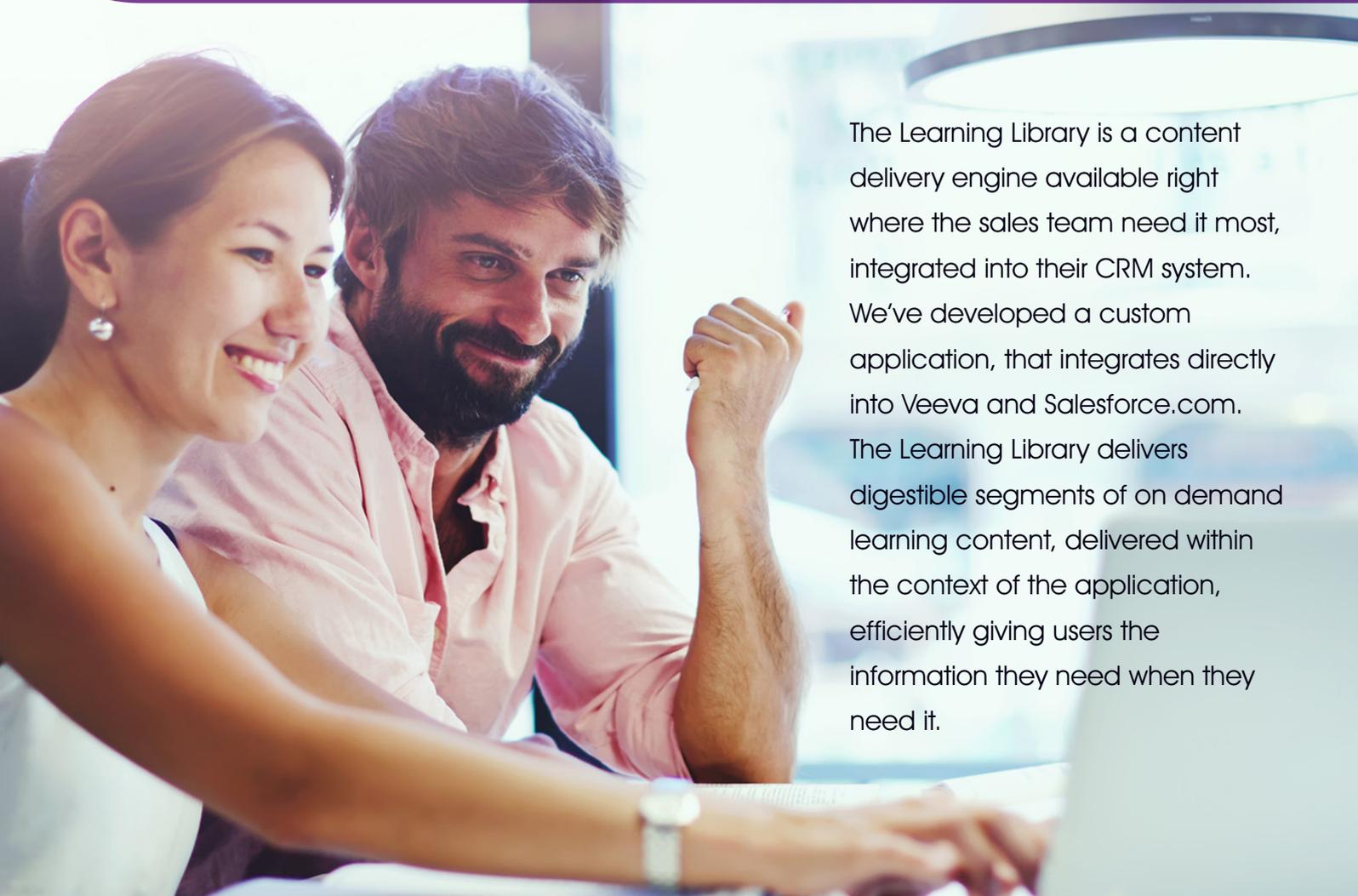


learn

validate

adoption

Learning Library Factsheet

A photograph of a man and a woman sitting at a desk, looking at a laptop. The woman is on the left, smiling, and the man is on the right, also smiling. They appear to be in a collaborative work environment.

The Learning Library is a content delivery engine available right where the sales team need it most, integrated into their CRM system. We've developed a custom application, that integrates directly into Veeva and Salesforce.com. The Learning Library delivers digestible segments of on demand learning content, delivered within the context of the application, efficiently giving users the information they need when they need it.

How it works

Our catalogue of training modules ensures that where maximising budget is a top priority, our off the shelf training can be used. Where more bespoke content is required, our team of Learning Consultants will work with you to develop specific learning content for your audience.

We use the highest production values to deliver engaging training which immerses the end user in the application, leading them to truly understanding its use in the context of their role.

We believe in building real understanding, not simply learning by rote. This level of understanding empowers confidence and self development leading to continuous efficiency improvement.

The modular approach lends itself to refresh training and the effective on boarding of new users, those who need less depth of understanding in the system, or will use only specific functions – such as marketing users or office based personnel.

The Learning Library allows you to integrate questions that test the user has truly understood the learning content. These can be incorporated into the video or between sections and act as a gating mechanism ensuring users demonstrate understanding before moving on to the next module.

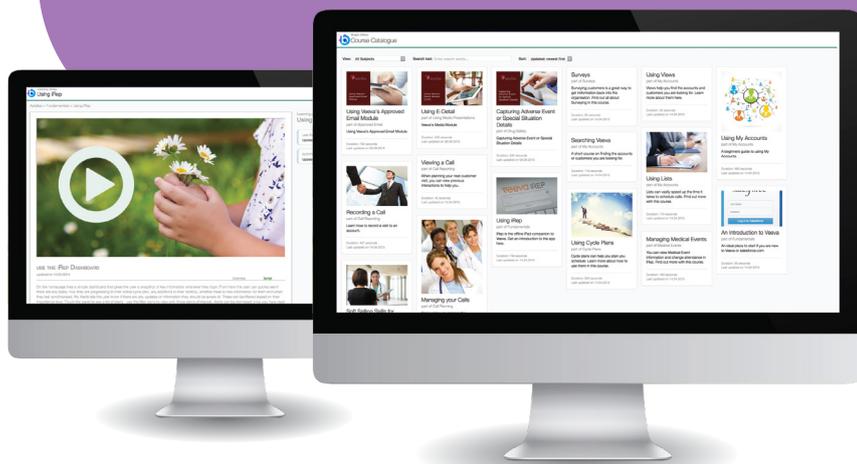
Built into the learning management system (LMS) are detailed analytics allowing you to track how the system is being used, on a user-by-user basis. Analytics give you the insight you need into how well the Library is being used, which tests have been completed and by who, the impact on adoption and any potential refinements required to make the learning experience even more effective.

Learning Library Features

- Access studio-grade video learning resources inside Salesforce.com or Veeva
- Role and location based playlists, validation testing and note taking support learning
- Access multi-language continuous improvement content from any platform
- Easy installation and maintenance
- Built-in detailed analytics
- Optional mobile enabled version with an offline content viewer, enabling easy access for field based employees no matter where they are
- Testing / evaluation to ensure learning content has been completed and understood
- Choice of off-the-shelf library content or bespoke customer modules
- Ability to easily integrate 3rd party content, thereby providing an effective deployment platform for all video training.

Learning Library Benefits

- Cost effective solution to reinforce training
- Cost effective alternative to classroom training
- Content agnostic learning platform, grows with you
- Facilitates rapid skilling up on new platform features
- Accelerate new starter effectiveness
- Familiar interface, accessible when needed.



Bright Affect Limited, Bowman House Business Centre, Bowman Court, Whitehill Lane, Royal Wootton Bassett, Wiltshire SN4 7DB

0800 246 1805

hello@brightaffect.com

www.brightaffect.com



@brightaffect



brightaffect