

## CrossKnowledge's New Mobile Learning App Created to be Used All Day

CrossKnowledge  
Best Advance in Mobile Learning Technology  
March 2018



### Company Background



Company At-a-Glance	
Headquarters	Hoboken, New Jersey
Year Founded	2000
Employees	350
Global Scale	Worldwide
Customers/Output, etc.	CrossKnowledge operates worldwide, serves more than 12 million learners. Customers: L'Oréal, Equinix, 3M, HP, Ricoh, Aviva, Philips, Motorola, Pandora, Atos, Total.
Industry	Digital Learning
Stock Symbol	JW
Website	<a href="http://www.crossknowledge.com">http://www.crossknowledge.com</a>

### Value Proposition

#### Mobility

**New opportunities to extend training programs with mobile learning.** Most training professionals are aware of the value of mobile devices in training strategies. According to a majority of training professionals, people have a continued interest in new tools for the mobile market.

Due to this interest, many changes are coming:

- **Learners have less time to train while on-site.** They prefer short formats, training when and where they have time to do so, even if it is not at the office.
- **Mobile technology is evolving to become a complete, intuitive, and reliable tool.** Through new mobile tech that connects the private and professional worlds (email, video, music, etc.), almost everyone has ready access to a quantity of resources that could only be imagined just a few short years ago.
- **Mobile adoption has exploded.** This has led to the invention of new uses, new ways to communicate, new formats, and new opportunities for training remotely.
- **Generation Y is entering the market.** This new profile of workers favors a nomadic approach, with a preference for learning in a mobile environment.

The various different learning methods cannot be used independently of one another without limiting their impact or the learner's engagement and productivity. Instead, these approaches must be synchronized to minimize any learning loss, and to favor a more continuous end-to-end journey. The learner's experience is created on a variety of devices (tablets, smartphones, workstation etc.) that are used all day long.

### My Learning

**The answer to the mobile challenge.** With this approach, My Learning, the new CrossKnowledge's mobile learning application, is designed to help deliver operational efficiency and accompany learners in their daily environment.

### Customer Testimonial

"L'Occitane has many employees working on the field in retail shops and meeting customers on a daily basis. My Learning has helped us deliver our training paths to our employees directly to their smartphones. My Learning is immersive, simple and easy to use. They can download their courses and access them even when they have no internet connectivity. This has really helped us to keep our employees up to date with our latest products and sales approach." –Claudia Furtado, International Digital Learning Solutions, L'Occitane en Provence

### Product or Program Innovation

---

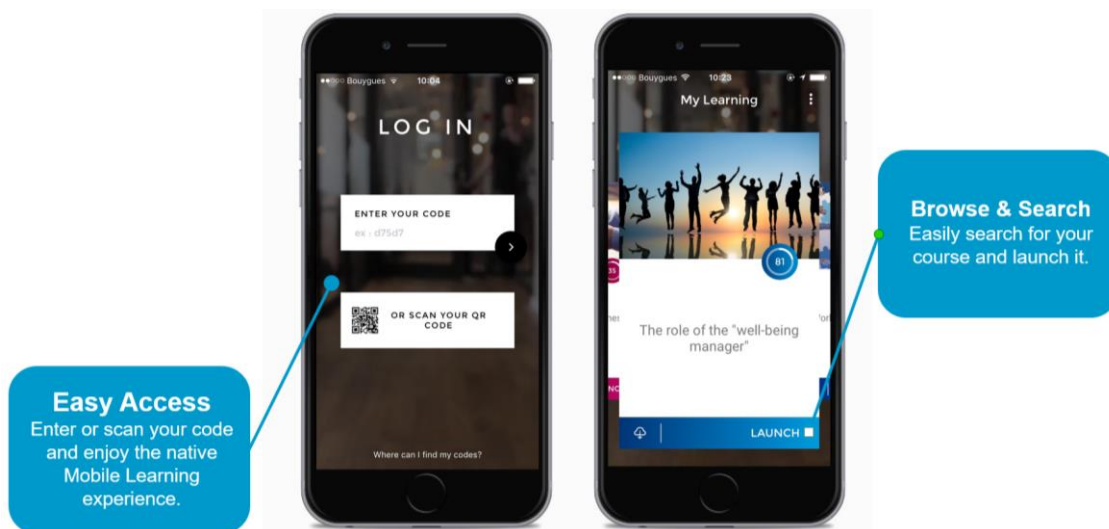
**A unique training app designed to accompany the learners throughout the day.** Available on App Store and Play Store since April 2017, My Learning, CrossKnowledge's

new mobile learning app, is designed to help deliver operational efficiency through effective learning, collaboration, and sharing.

Contrary to applications currently available on the market, CrossKnowledge's mobile app was designed to accompany learners throughout their entire day. Learning practices and behaviors were taken into account to create a completely integrated learning experience that is fully optimized to mobile devices.

- **Access the real blended learning experience, available anytime anywhere.** Conceptually designed with mobile first in mind, My Learning is a learning experience launcher. My Learning is ideal for launching the whole training course in mobile, and not individual training materials, both online and offline and across all training devices, allowing learners to be fully immersed in the training path and involve themselves throughout the course.

**Figure 1: Easy Access and Browse and Search**

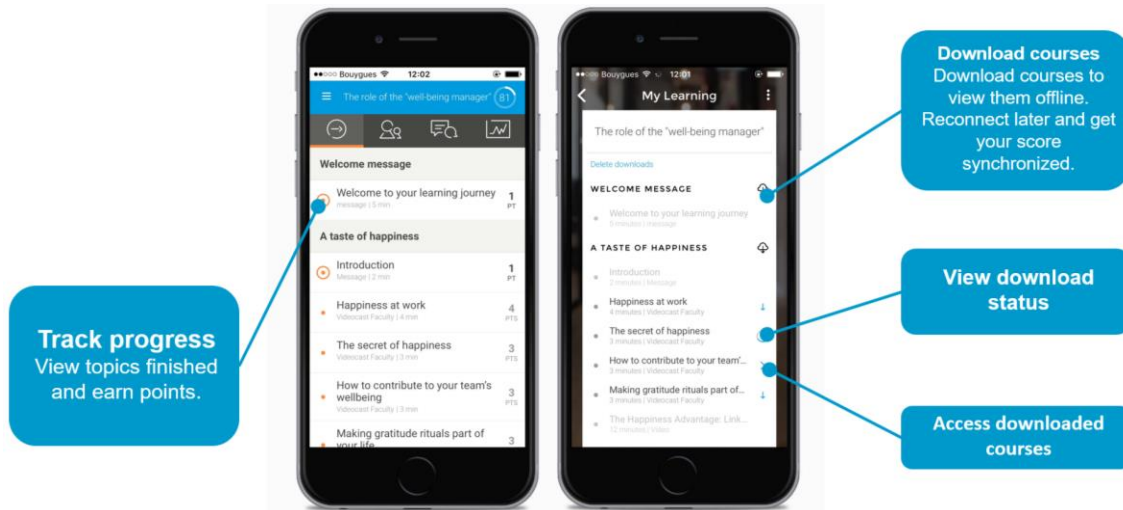


Source: CrossKnowledge 2018

- **All courses are synchronized across multiple devices for better learning management.** Training paths accessed by employees via My Learning app are synchronized directly and logs are consolidated in the CrossKnowledge Learning Suite for better training program management.

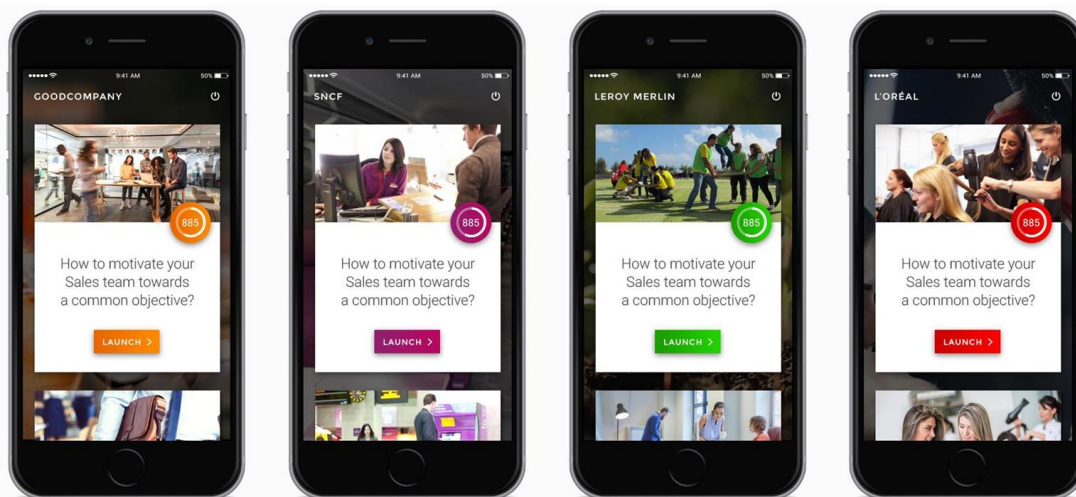
For faster business adoption, the application can also be customized to match the customer's colors.

**Figure 2: Track Progress and Download Courses**



Source: CrossKnowledge 2018

**Figure 3: Program Synchronization Across Multiple Devices**



Source: CrossKnowledge 2018

- Improving learner engagement and focus throughout the learning process.** My Learning handles all mobile responsive formats, including Blended<sup>x</sup> and mobile channels allowing L&D professionals a wide variety of options to choose from and constructing training paths and courses suitable for learner's needs. And for a learner too, having multiple formats allow them the possibility to explore other topics and subjects and share it with others in their learning community.

Businesses adopting CrossKnowledge's approach can provide each employee the same level of convivial training, adapted to their individual needs. Also, with free access to

content, they can explore other topics and subjects and share it with others in their learning community.

“My Learning” by CrossKnowledge is an interactive mobile application designed to train and prepare your talent to face today’s complex and ever-changing business environment.

With this application, learners can organize their training experience on a daily basis, whenever they have free time. My Learning makes their learning platform available at any time, in the right format, and on the right device.

### **Unique Differentiators**

---

Unlike many other apps available in the market today, My Learning is a training course launcher. Instead of launching individual learning materials, both online and offline and across all devices, it allows learners to be fully immersed in the training path and involve themselves throughout the course.

CrossKnowledge’s ability to manage any type of content throughout the app is a unique differentiator with the core capability of managing SCORM Content Offline. Unlike other applications available on the market, the CrossKnowledge App was designed to accompany learners throughout their day.

Taking into account learners’ practices and behaviors, a trackable, integrated learning experience was created and optimized to all mobile devices. The app is able to read any type of content (CrossKnowledge, custom made, or Mohive Made) within the customer’s brand universe.

By combining various usage scenarios, a typical day for learners would go as follows – by connecting to the app, learners discover their training program. On their way to work, without wasting time, they watch offline videos on their smartphones. Once at work, connected and online, their progress is synchronized automatically.

During the day, the collaborator has free access to advice sheets before decision-making meetings. In the evening, on their tablets, learners explore the week’s selection or content recommended by their peers. They can comment, share, discuss, and stay up-to-date with their training.

## Measurable Results

---

Figure 4: Storebrand Logo



Source: CrossKnowledge 2018

### Need

In 2017, Storebrand celebrates its 250-year anniversary and it wanted to use this occasion to train and align all employees on their strategy. It also wanted to involve them in building a common understanding and a strong company culture on this foundation.

Storebrand wanted to create a change process based on the following principles:

- Involvement of the whole organization.
- On-the-job training led by managers.
- Two-way communication between management and employees.
- Short training sessions accessible via mobile devices through the whole year.
- Social learning via digital media.
- Link learning content to must-win battles.

### Project Goals

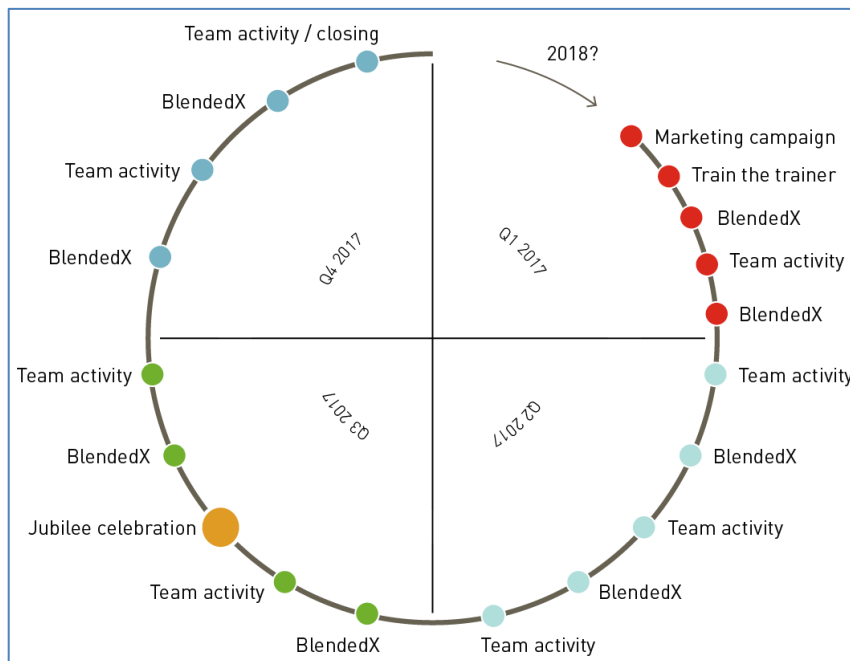
Based on the needs described, Storebrand defined the following goals:

- Employees embrace blended learning and have access to learning on their smart phones. They like it and they participate by sharing their opinions.
- Leaders follow up their teams.

These goals are directly linked to strategic goals and must-win battles.

## Design

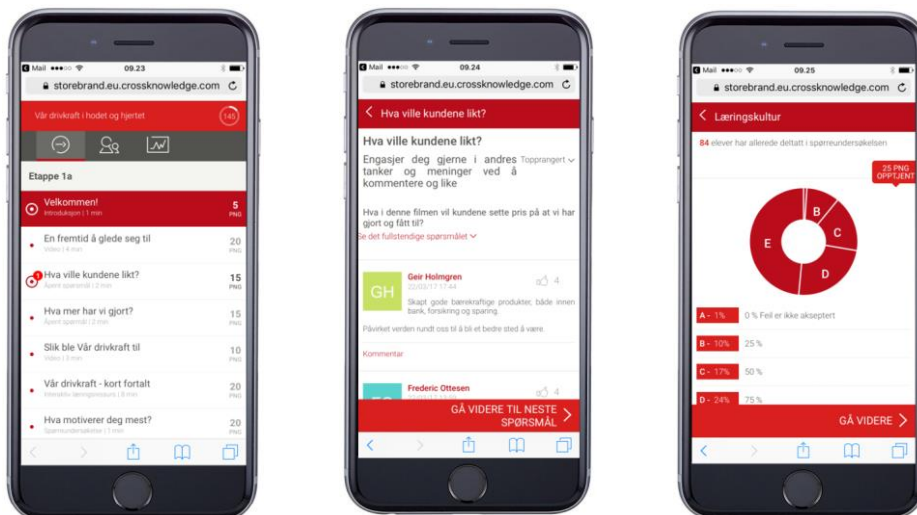
Figure 5: Program Design



Source: CrossKnowledge 2018

**Cultural change is a continuing process.** A one-year process was designed combining eLearning content distributed via the BlendedX technology from CrossKnowledge and activities in the teams.

Figure 6: BlendedX Technology Utilization



Source: CrossKnowledge 2018

The BlendedX has a learning path which consists of videos, eLearning modules, text, sharing opinions, votes with immediate feedback, and social learning activities, such as likes and comments.

The BlendedX is gamified. In order to create push from below, every milestone ends with a reminder to the team that the manager will follow up the process with learning activities within the team.

### Delivery

An information campaign created curiosity and informed everybody about what was soon to come.

Figure 7: Testimonial 1



Source: CrossKnowledge 2018

“It is not done by itself. Should we create a future to look forward to, do we have to affect the society in a positive way. How do we do it? Come on and make a difference.”

Figure 8: Testimonial 2



Source: CrossKnowledge 2018





“My children and grandchildren are Storebrand’s most important customers. It’s important that I get a good pension. Equally important is that my children and grandchildren have a future to look forward to. What do you plan to do about it? This is how we do it together.”

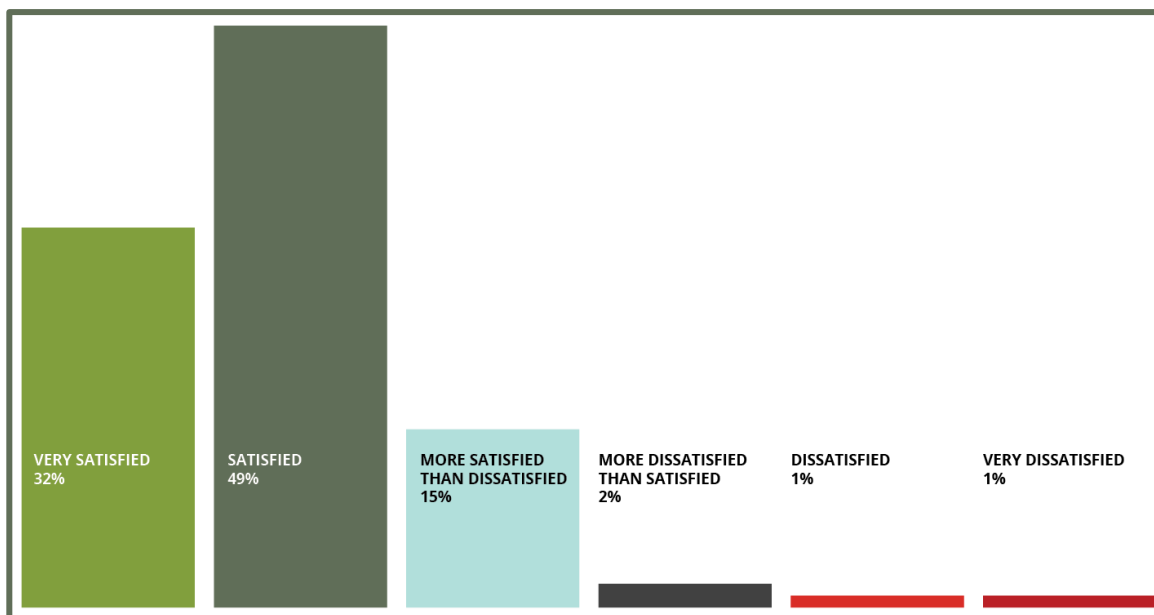
## Measurable Benefits

### Goal

Employees embrace blended learning and have access to learning on their smart phones. They like it and they participate by sharing their opinions.

### Results

Figure 9: Program Results

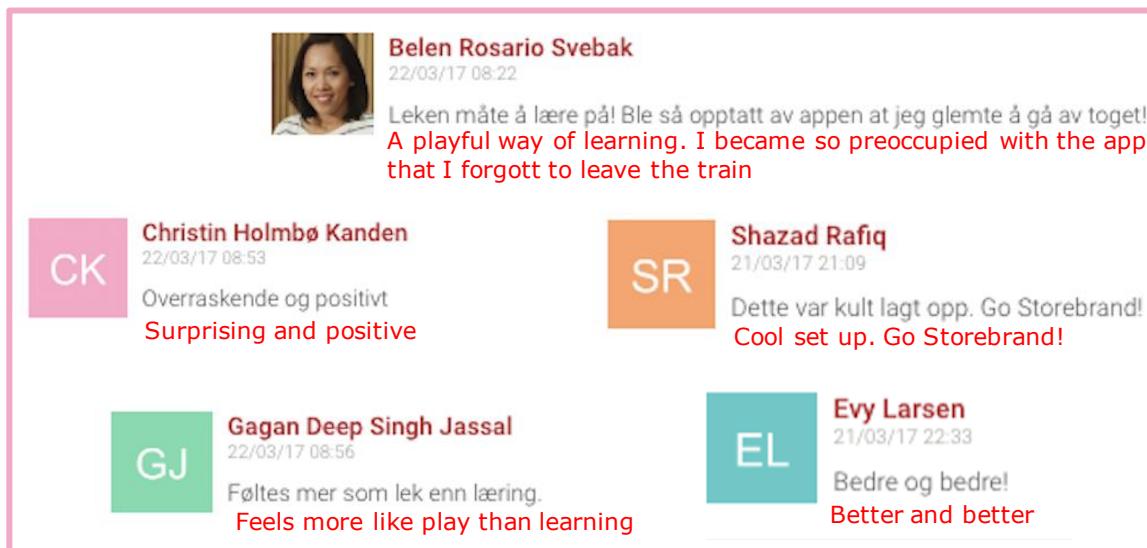


Source: CrossKnowledge 2018

96% are positive to the BlendedX learning path delivered on smart phones. Comments also are positive.



**Figure 10: Positive Comments**



Source: CrossKnowledge 2018

75% of all employees have started on the learning path and more are expected to join as new “obstacles” are published.

### Goal

Leaders follow up their teams.

### Results

Within the first three months, 50% of all leaders have participated in a train-the-trainer program. Many see the BlendedX, the Toolbox, and the Team-building activities as practical tools that will help them take responsibility in an organized manner.

## About Brandon Hall Group

---

Brandon Hall Group is a HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition, and HR/Workforce Management. With more than 10,000 clients globally and more than 20 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.

### Inspiring a Better Workplace Experience

Our mission: Empower excellence in organizations around the world through our research and tools each and every day. At the core of our offerings is a Membership Program that combines research, benchmarking and unlimited access to data and analysts. The Membership Program offers insights and best practices to enable executives and practitioners to make the right decisions about people, processes, and systems, coalesced with analyst advisory services which aim to put the research into action in a way that is practical and efficient.

### Membership Offers Tailored Support

Our membership delivers much more than research. Membership provides you direct access to our seasoned team of thought leaders dedicated to your success, backed by a rich member community, and proactive support from our client services team.

### RESEARCH ACCESS & EVENTS

- Reports
- Case Studies, Frameworks & Tools
- DataNow® & TotalTech®
- Webinars and Research Spotlights
- Annual HCM Conference

### ADVISORY SUPPORT

- Ask the Expert
- 1 on 1 Consultations
- Research Briefings
- Benchmarking



## **CLIENT SUCCESS PLAN**

- Your Priorities
- Executive Sponsor
- Client Associate
- Monthly Meetings

## **Strategic Consulting Offers Expert Solution Development**

Our consulting draws on constantly updated research and hundreds of case studies from around the globe. We provide services that simplify and target efforts to produce business results.

## **BENCHMARKING**

- Competitive/Comparative
- Maturity Model
- Custom Research

## **STRATEGY**

- Business Case
- Planning
- Organization & Governance

## **TECHNOLOGY SELECTION**

- Vendor Selection
- Architecture Design
- Systems Evaluation

## **DEVELOPMENT & INTEGRATION**

- Program Design
- Assessment
- Survey
- Process Integration

For more information, contact us at [success@brandonhall.com](mailto:success@brandonhall.com).