Unboxed Technology Adds Targeted Communications To Its LMS Spoke®

Unboxed Technology
Best Advance in Learning Management Technology
June 2018

Company Background

Headquarters	Richmond, VA, USA
	2009
Revenue	Private company
Employees	55
Global Scale	North America, Europe, Australia, Asia, Central and South America, Africa
Customers/Output, etc.	Custom training and sales enablement solutions for clients, including Comcast, AppNexus, Hilton, Aramark, and Berkshire Hathaway Media Group.
Industry	Software Development and Design
Website	https://www.unboxedtechnology.com/

Value Proposition

Companies invest millions of dollars a year to create and deliver training to develop their employees yet suffer from low completion rates and engagement scores. "If you build it, they will come" doesn't apply to the L&D industry.

Learning management systems were supposed to improve training execution by providing at least some training online and reducing costs. Then, came the ability to add job aids and resources for ongoing support and reinforcement. Next, came social learning

and gamification to lure employees back to training because completion rates weren't improving without those magnetic features.

But no matter how great the training content, it will continue to sit on the shelf without better communication. L&D leaders need a way to announce new training, share important news, and keep employees up-to-date with company information without relying on intranets or crowded inboxes.

Thus, leaders and software engineers behind Spoke® LMS set out to bridge the gap between training and communication and create Spoke® News, which includes personalized news pages, notifications and newsletters, and allows admins to publish focused, targeted communications.

Spoke News is integrated into an employee's existing workflow and communication channels, keeping frontline employees informed and engaged with their training.

The line between training and communication is going away. What matters is employees have access to the tools and information they need to do their jobs well and help their customers.

Product or Program Innovation

Spoke News makes it simple for training leaders to create highly-personalized and engaging learning experiences and keep teams up-to-date with the information they need to be successful. Admins can share news with every user or target specific groups of users. Users can sort posts by date, category, tags, and most helpful.
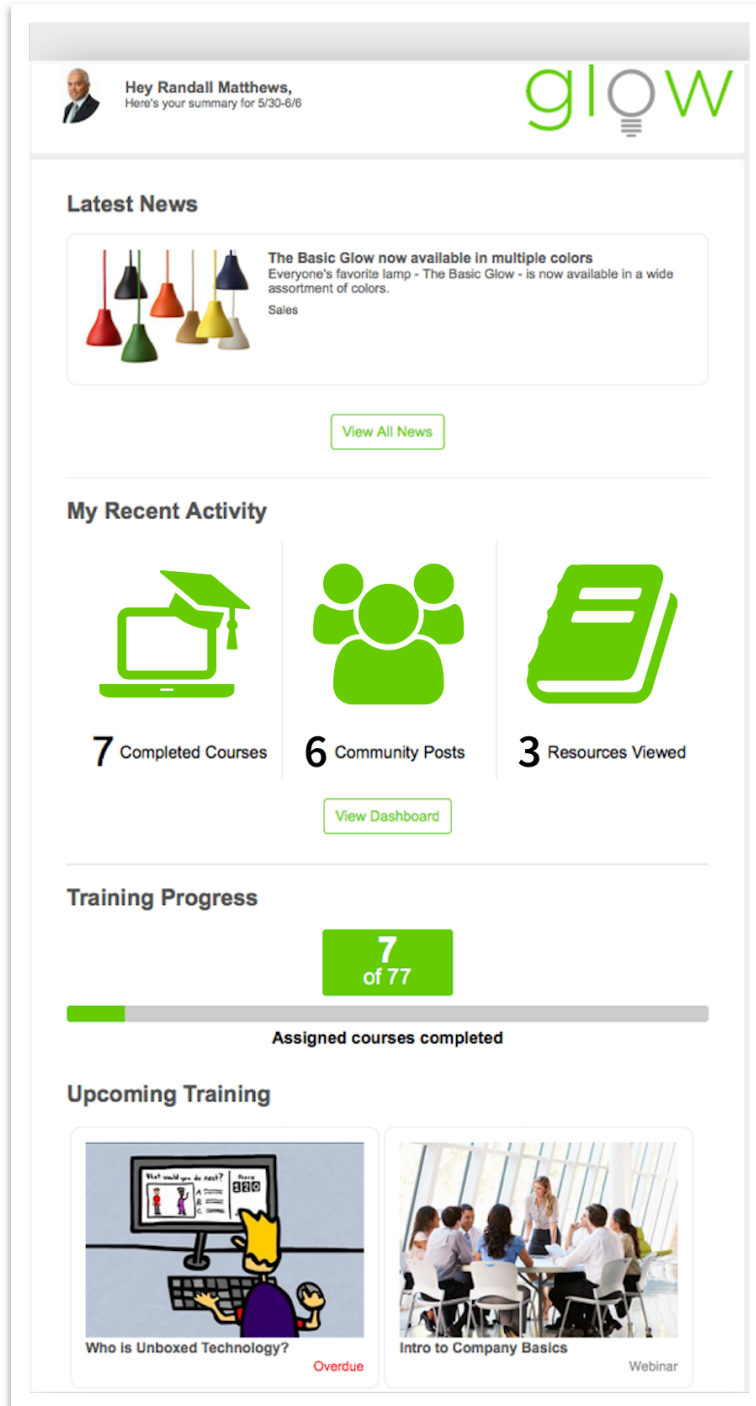
Figure 1: Helpful Link, Filter by Tag, Latest, Most Viewed, & Most Helpful
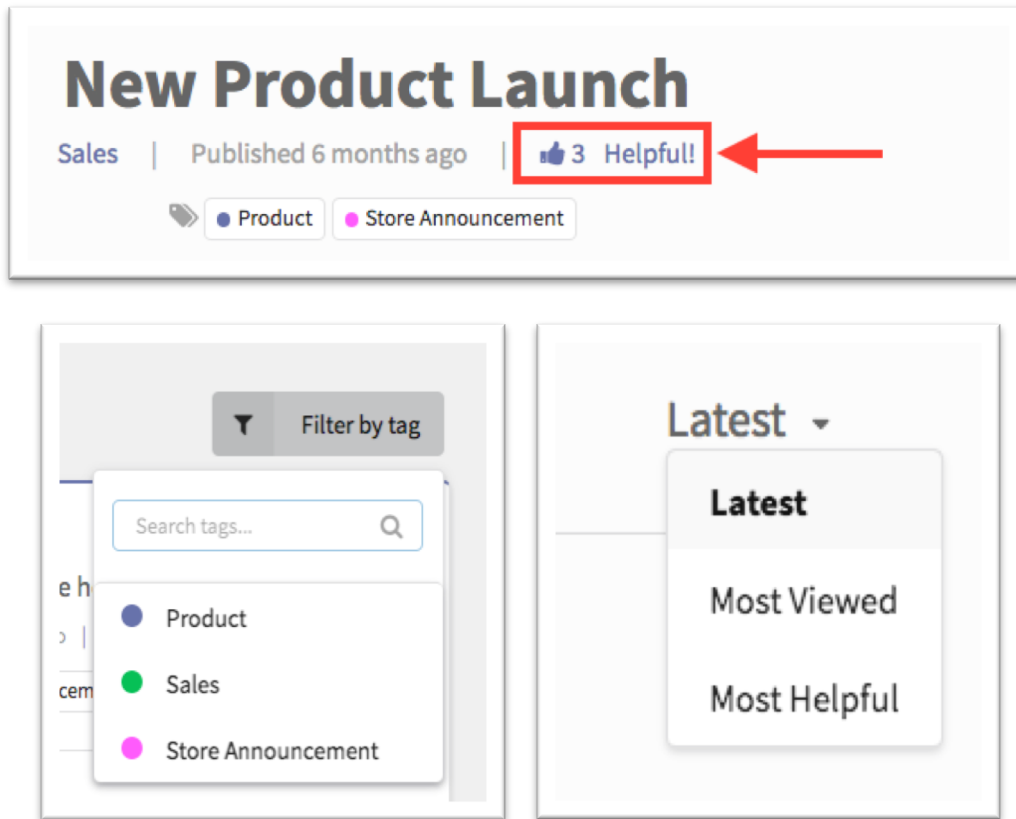
Source: Unboxed Technology

Admins also can configure recurring Spoke Newsletters that serve as a digest and include user-specific content such as company announcements, news posts, recent activity, upcoming training, and recently-added resources.

Figure 2: Spoke News Homepage

Source: Unboxed Technology

Spoke News is flexible and customizable, allowing admins to publish engaging content using rich text, images and embedded video. Admins also can schedule when news posts will go live, organize news posts using categories and tags, pin featured posts to the top of the news page, and highlight the most-important content by pushing it to the Spotlight widget on users' dashboards.

Figure 3: New Product Launch
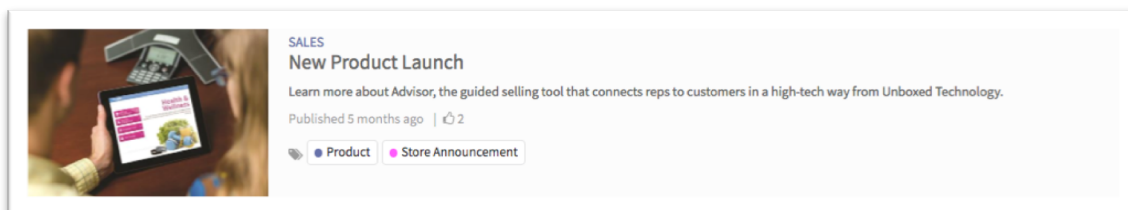
<div align="right">Source: Unboxed Technology</div>

Spoke News integrates with other Spoke® features, providing a one-stop shop for training, communication, collaboration and employee engagement. News posts can stand on their own or, link to external URLs or other Spoke® content, including courses, resources, community discussions and rewards. Like the other parts of the platform, content published in Spoke News is searchable, allowing users to quickly find training, resources, discussions, other users who can help them.

By monitoring the open rates and the number of helpful votes on a news post, admins can gather insights that help them pivot their communication strategy as needed.
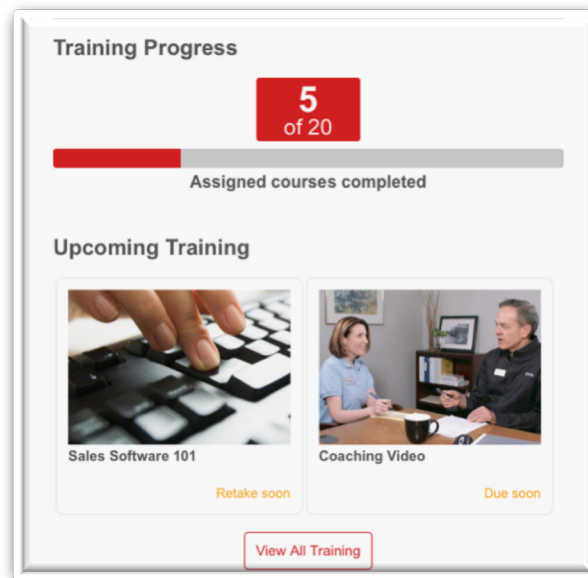
Unique Differentiators

Spoke News is fully integrated into the Spoke® platform, making courses, resources, and community-forum topics highly actionable and searchable. Learners have immediate access to everything they need in one platform that is available from any device.

Figure 4: Recent Activity

Figure 5: Training Progress

Client service from Spoke® receives incredible reviews. For example, leaders at Ultraceuticals called Spoke customer service "extraordinary!"

In addition to Spoke Support, Unboxed Technology offers integrated-content strategy. If a Spoke News client does not have the resources to develop engaging headlines, contest

copy, and news posts, Unboxed staff writers create short, exciting storytelling and eye-catching graphics so content is ready to publish when clients need it.

Measurable Results

The client-retention rate for Spoke® is more than 90%.

"I have to tell you how grateful I am for Spoke's user-friendliness. It makes my job a lot easier! Thanks for all of your hard work on making this a positive experience!" Sales and Business Development Coordinator, Berkshire Hathaway Media Group

"Spoke® has led to increased performance for every team member. They connect with each other and tell me they can't wait for more training to earn coins!" Leader, Comcast

Ultraceuticals' award-winning program, UltraAcademy, uses Spoke® and Spoke News as its key technology component.

Spoke® clients also can help shape the products roadmap. Because open communication is such an important part of the design, Spoke® leaders encourage better communication and best-practice sharing across organizations. Client suggestions are taken seriously, and the Spoke® project team works closely with them to agree on product-roadmap priorities.

One reason Spoke News bridges the gap between training and communication is because it doesn't have feature bloat. The Spoke® product team, comprised of product managers, software engineers, visual designers and L&D professionals, intentionally included just the right features to make training and administration fast and simple.

"We've had an extremely positive experience with Spoke®. The platform is easy to navigate. It's intuitive. Nothing is buried. And we love the open communication with Unboxed." – Leader, Lochinvar

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