

## WizIQ's Mobile Platform Offers eLearning Live or Self-Paced

WizIQ  
Best Advance in Mobile Learning Technology  
March 2018



### Company Background

# WizIQ

Company At-a-Glance	
Headquarters	Gurugram, India
Year Founded	2007
Revenue	INR 320 million
Employees	152
Global Scale	Highly distributed serving companies and institutions across the globe.
Customers/Output, etc.	Customers include government, corporations, higher education, test prep; Services: Mobile and Tablet application for Android and iOS
Industry	Education Technology
Website	<a href="http://www.wiziq.com">http://www.wiziq.com</a>

### Value Proposition

The WizIQ learning delivery platform comes with native iOS and Android mobile- and-tablet applications. Mobile learning fits changing trends in consuming content and caters to reduced attention spans and the need for mobility of the contemporary learners. With the WizIQ mobile application, students can log in, check notifications, attend live classes, and access self-paced courses from smartphones and tablets.



### Unique Selling Proposition

- **Flexible learning.** Course content and live-class access on smartphones.
- **Native apps.** iOS and Android mobile and tablet applications for different devices.
- **Higher engagement.** Mobile-led learning for increased-course consumption and higher engagement.
- **Ease of use.** Easier for learners to complete their courses with mobile access to course content.
- **Custom branding.** Custom-designed app with client's logo and brand color theme
- **Enhanced collaboration.** Real-time chats and in-app notifications for course-related updates.

### Advantages

- **Learn on-the-go.** A mobile learning-enabled platform helps the students or trainees learn anywhere and anytime with mobile access to course content and live classes.
- **Higher reach.** Owing to the fast-paced rise of mobile phone usage, WizIQ mobile application gives a chance to expand.
- **Greater engagement.** Since 21<sup>st</sup>-century students increasingly use mobile phones for their day-to-day tasks, learning on mobile easily fits into their daily routine.
- **Lower cost for learners.** Students save cost in their online-learning setup as smartphones are a cheaper alternative to laptops and desktops.
- **Ease of use.** It becomes easier for learners to consume the course content via mobile, increasing the completion rates.

### Success Story: Max SkillFirst

Max SkillFirst is a professional skilling-solutions provider in the sales and service domain. A part of the \$2 billion Max Group, Max SkillFirst impacts the sales and service culture in India by enhancing the skills of professionals across different industries.

Max SkillFirst provides soft-skills, sales, and compliance training to the employees of Max Insurance and Max Bupa. Since the trainees spent a major part of their time traveling in cities on sales calls, they were not able to carry laptops or spend much time on their computer systems.



The situation was further aggravated because Max SkillFirst used an antiquated system to deliver online training, and it didn't support mobile-based learning. Key challenges at Max SkillFirst included:

- Delivering online-training program to field-sales teams without access to computers.
- Developing and disseminating training materials on complex-user interfaces.
- Improving engagement in training courses and performance.

WizIQ developed and designed a mobile app with the Max SkillFirst logo, and training content was made accessible users smartphones even when they are in the field. WizIQ is an integrated training-delivery solution with enterprise features that helped Max SkillFirst replicate the offline classroom environment in the online format.

With WizIQ's reporting features and online test-creation module, Max SkillFirst automatically gets access to performance reports of its trainees to measure the success of the courses.

Along with the mobile application, here are other WizIQ features that helped Max SkillFirst deliver better training:

- **Course builder.** Used to create comprehensive, self-paced video and presentation courses complete with different sections, chapters, and assessments. Max SkillFirst trainees access the courses when they get the time, which gives them the flexibility to complete the training at their convenience.
- **Test and assessments.** Tests can be created in eight different formats, including: fill-in-the-blanks, cloze tests, the intelligence quotient test MCQs, and image-labeling questions with the option to insert multimedia (images, audio or video) in the tests to make them interactive. Max SkillFirst uses tests to assess trainees' performance and identify strong and weak areas of course content.
- **Reporting and analytics.** Contrary to the hassle of documenting everything in the offline world, the automated system in WizIQ generates attendance reports and analytics, such as time spent in class, log-in, log-out times, and course- completion status. This feature helps Max SkillFirst monitor the training delivery, plan logistics, and measure results.
- **Content Library:** The library comes with multi-format support, scalable storage, and assured security, making content storage and dissemination easy. With WizIQ's unlimited storage, the Max SkillFirst can scale as the batch-size increases.

“WizIQ provides great support and your people are really awesome and always ready to help. I think support adds a big value in any operations.” – Max SkillFirst

## Product or Program Innovation

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### Simplicity of WizIQ technology

- With WizIQ mobile application, users can access eLearning content on-the-go, learning anywhere and anytime.
- Mobile learning leads to higher engagement among learners and amplifies the reach of a client’s eLearning course.
- Users save cost in their online-learning setups as smartphones and tablets are a cheaper alternative to laptops and desktops.
- Delivering learning independent of the device used increases the overall reach of an eLearning course.

### Advanced functionality of WizIQ

- Smooth, clutter-free, and intuitive design as well as fast processing, user-friendly interface and a modern look and feel ensure successful adoption, ease-of-use, and a superb-learning experience.
- Advanced collaboration with real-time messaging, in-app notifications regarding course or class updates, and lists of scheduled classes and self-paced courses.
- Users can access self-paced courses and attend live classes from the mobile application.
- Users can view and download course content (documents, presentations, videos, and images) in their devices.
- Users can benefit from eLearning tools, such as an online whiteboard, built-in media player, raise hand, polls, and multimedia tests accessible.
- All types of course-content files are consumable within the mobile application – no third-party app is required to access them.

### WizIQ Development methods

- Developed using Java 7 programming language, resulting in improved performance, optimized data usage, and easier maintenance and upgrades. In the near future, the development will move to Kotlin and Java 8 languages to stay abreast with changing technology trends.
- Developed using Swift-programming language, which is the latest and one of the fastest-growing programming languages in the world. Swift makes the mobile application easier to maintain, secure, fast, and future-proof.



- Uses custom-framework for application development rather than the more popular but heavyweight frameworks to make the application light and fast.

### Customization

- Organizations and brands can get a custom-designed mobile app with their logo and brand color.
- The custom-designed mobile application includes the color theme of the brand, the logo within the interface, a splash-screen with the organization's branding, and the logo displayed as the app icon in the mobile or tablet screen.

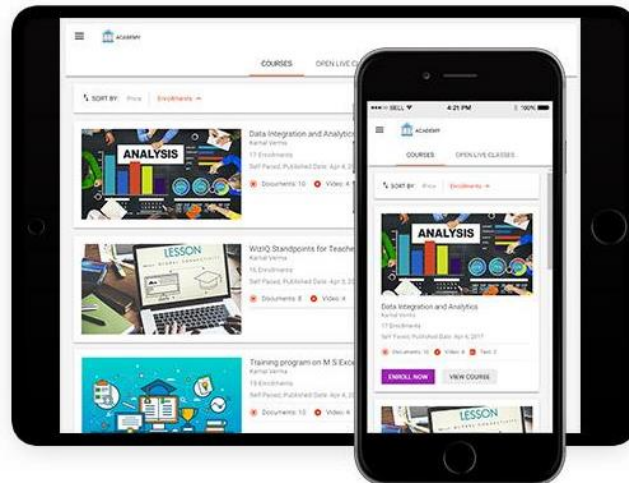
### Unique Differentiators

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#### Technology Deployment

- **Cloud-based technology.** The entire WizIQ platform is cloud-based, which makes it easy to update, safeguards user data, and helps developers provide on-the-spot, quick fixes.
- **WebRTC.** Users can attend live classes from the WizIQ mobile application via its Virtual Classroom feature. The HTML5-based Virtual Classroom runs on WebRTC (Web Real-Time Communications), enabling real-time, audio-video communication and eliminating the need to spend on additional IT hardware for video conferencing.
- **Future-proof technology.** WizIQ mobile application is compatible with the latest operating systems. This aspect is affected by upgrading the application based on the beta releases of the latest operating systems. The application is supported by Android 8.2 and will be supported by iOS 11 once it is launched.
- **Features.** WizIQ delivers live classes and self-paced courses directly to learners' smartphones or tablets. With its set of eLearning features and native apps for iOS and Android devices, WizIQ makes mobile learning easy and accessible.
- **Ease-of-use with mobile learning.** WizIQ makes online learning efficient to save the learners' time and efforts.
  - User-friendly interface of the mobile application for faster navigation.
  - Device-independent learning for improved access.
  - Relatively lower cost in learning online with mobile devices.

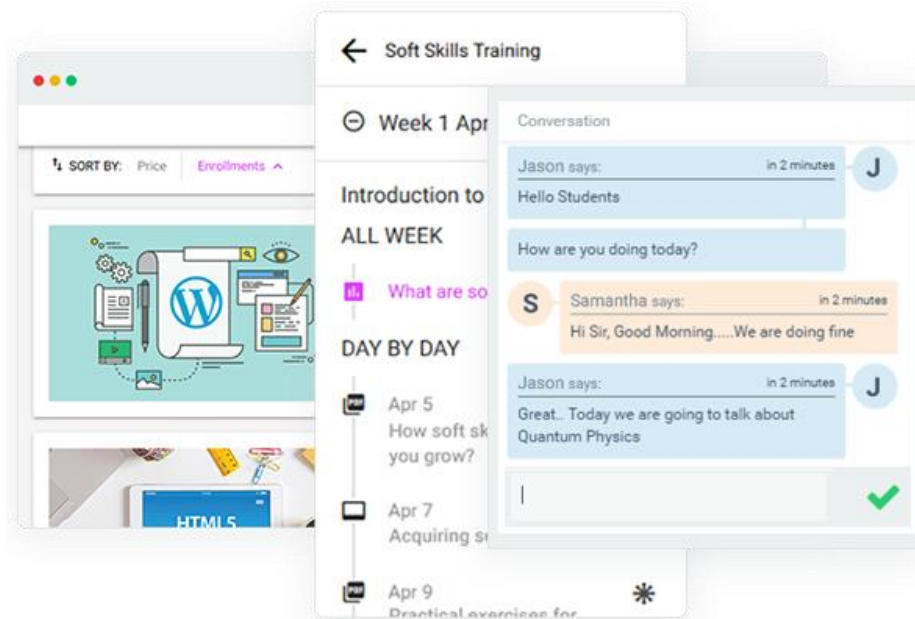
Figure 1: Mobile Device Platform



Source: WizIQ 2018

- **Flexible eLearning alternative.** Gives students and trainees the option to learn anytime at any place, which leads to higher course-completion rates and increases the probability of course success. Learners access course content on-the-go with their smartphones and tablets, collaborate live with real-time messaging, and are more engaged with in-app notifications for class-related updates.

Figure 2: Mobile Application Interface

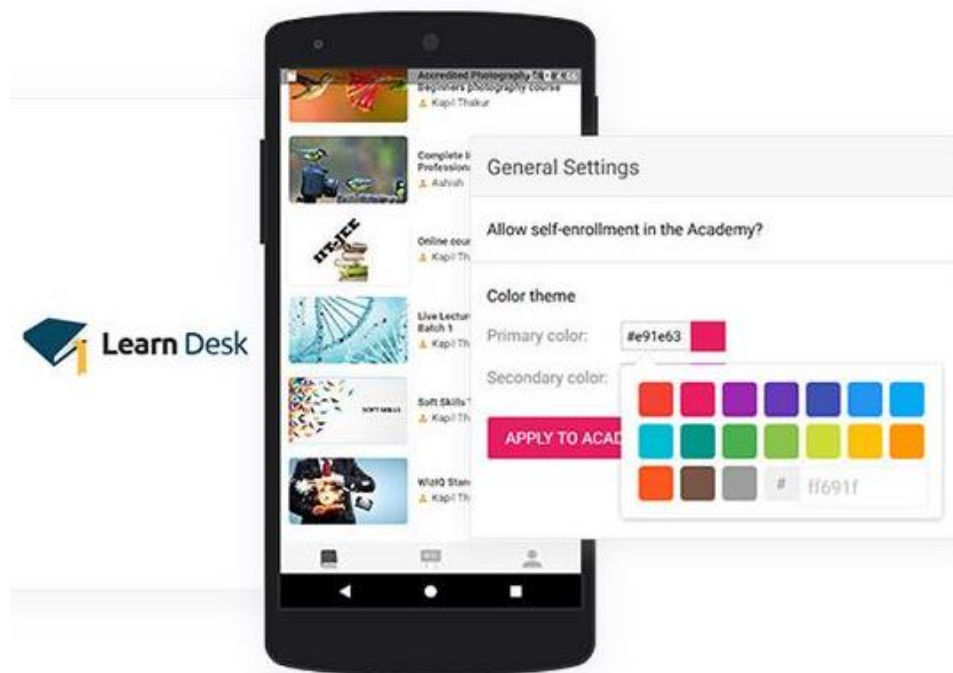


Source: WizIQ 2018



- **Custom-branded mobile application.** WizIQ offers customization, which lets organizations deliver mobile learning while retaining their branding.

Figure 3: App Customization



Source: WizIQ 2018

- **Mobile-led live classes.** WizIQ mobile app gives learners the option to attend live classes and take online tests from their smartphones and tablets. With WizIQ mobile app, the students can:
  - Attend live, instructor-led classes while on-the-move.
  - Collaborate in real-time with the instructor with live messaging feature.
  - Check the live-class schedule created by the instructor.
  - Take part in online tests and assessments with their mobile device.

Figure 4: Live Classes on a Mobile Device

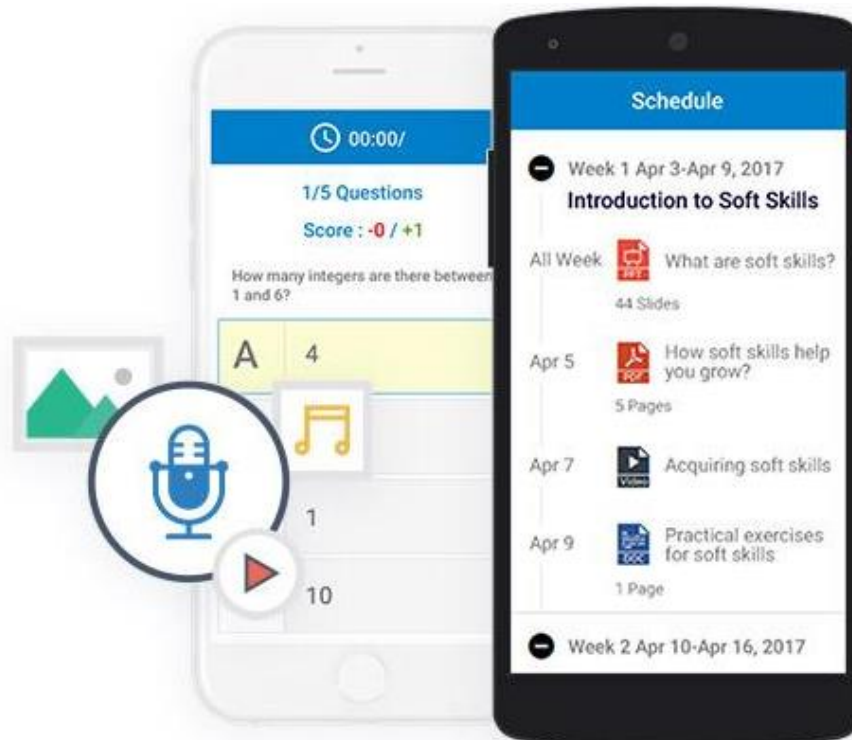


Source: WizIQ 2018

## Mobile-Ready Self-Paced Courses

WizIQ lets learners view and download course content and access self-paced courses from the mobile application. Students can easily access consume self-paced courses uploaded in the Course Builder, view documents and videos from mobile devices.

Figure 5: Self-Paced Courses



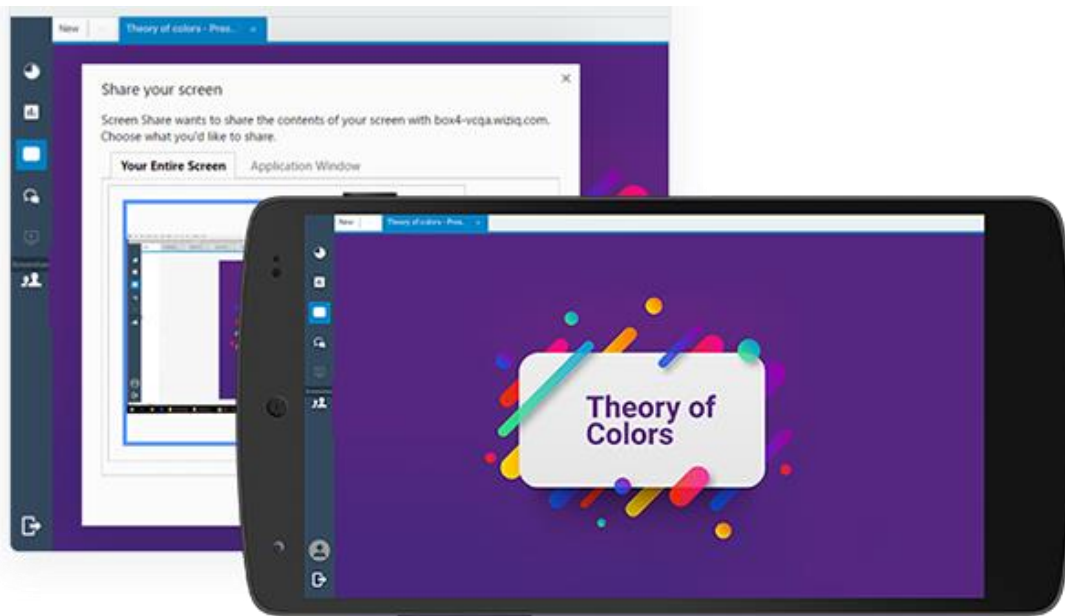
Source: WizIQ 2018



## Comprehensive Teaching Tools and Features

WizIQ offers a set of enterprise tools and features to help deliver effective learning, and learner benefits include an online whiteboard during live sessions, raise-hand, polls, multilingual interface, and breakout rooms for collaborative learning, and built-in media player, screen sharing, and application-sharing options for improved access.

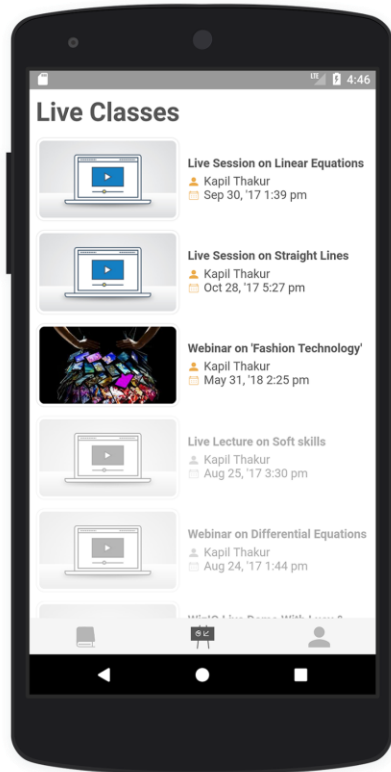
**Figure 6: Teaching Tools and Features**



Source: WizIQ 2018

- **Intuitive design and seamless interface.** WizIQ mobile app comes with seamless navigation, and intuitive design, fast processing, and a contemporary look and feel.

Figure 7: Design and Interface



Source: WizIQ 2018

## Measurable Results

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### Case Study 1

Liberty, a South African financial services company, saves 3.6 million ZAR annually by using WizIQ Virtual Classroom for live training.

- **Needs.** Liberty needed an online learning-delivery platform that would allow live instructor-led training for its financial advisers across South Africa and internationally. Learning delivery on mobile ensures that the financial advisers can access course content and attend live sessions even on the go.
- **Challenges.** Liberty required an affordable, mobile-driven live-learning delivery solution that could seamlessly integrate with the company's existing IT infrastructure. Additionally, company leaders were looking for a platform that allowed for learning on mobile devices and was scalable to accommodate the increasing user base.



- **Solution.** WizIQ Virtual Classroom for desktops and mobile application for tablets and mobile.
- **Measurable benefits.** Using WizIQ, Liberty saw a direct impact on ROI:
  - Enrolling and training 4,000 financial advisors across and outside of South Africa on their mobile devices.
  - Empaneling the best faculty from across the country to train employees without having to relocate them or spend money on their travel and accommodations.
  - Achieving recurring annual savings of 3.6 million ZAR (USD 271,000).

“The administration of virtual classroom session is very simple to do and has saved us time. Setting up access via our corporate firewalls was a challenge, but once this was sorted out, we had no issues. The WizIQ support team has been fantastic. They respond very quickly to support requests and are always willing to assist. Our users love the interface, which is very easy to use. The mobile device support is a dream to use.” – **Robert Pfau**, Head of Learning Solutions & Design and Customer Market Strategy at Liberty, South Africa

## Case Study 2

Aakash Educational Services delivers top-ranked exam prep using WizIQ.

- **Needs.** To expand its student base, Aakash needed a comprehensive online-teaching platform that would support live teaching, self-paced learning, and mobile learning.

**Challenges.** In its quest to find the right online learning-delivery platform, Aakash leaders came across such options as developing the company’s own solution, deploying a play-and-plug-in solution, or using a software as a service (SaaS) solution. Aakash’s leadership team decided it was better to focus on what they do best – teaching – rather than spend the time and money to build a solution. The team also considered using a learning management system but needed to be sure the platform would be from a reputable provider, cost-effective and accessible to all, and built just for education.

- **Solution.** WizIQ Virtual Classroom for desktops and mobile application for tablets and mobile.
- **Measurable benefits.** WizIQ has helped Aakash create and run a live-online program successfully. Since launching Aakash Live in mid-2015, Aakash has



successfully provided live-online, exam-prep courses for multiple batches of medical students with more than 30 students per cohort. More Aakash Live classes are planned for the future. WizIQ enables Aakash to:

- Provide quality-learning services to remotely-located students.
- Teach using real-time audio and video streaming.
- Offer mobile connectivity and functionality across devices.
- Derive insights with the Reports and Analytics feature.

“The Aakash Live launch marks an important milestone in our ongoing efforts to provide expert faculty to students anywhere in the country. The live online sessions completely mirror the energy you find in an Aakash classroom, and our students can choose to use any device — desktop, laptop, tab, or mobile — for seamless learning experience.” – **Aakash Chaudhry**, Director, Aakash Educational Services

## About Brandon Hall Group

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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.

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