Brandon Hall
GROUP

Docebo App Provides Seamless Learning Between Mobile, Desktop

Docebo

Best Advance in Mobile Learning Technology

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EXCELLENCE IN
TECHNOLOGY AWARDS
GOLD
2018

Company Background

docebo®

Headquarters	Toronto, Ontario
Year Founded	2005
Employees	240
Global Scale (Regions that you operate in or provide services to)	Docebo has five operations offices located in Europe (Milan, Italy and London, UK), the United States (Atlanta, Georgia), Canada (Toronto, Ontario), and the UAE (Dubai). Docebo has resellers worldwide, is used in more than 80 countries and offered in 40 languages.
Customers/Output, etc. (Key customers and services offered)	Some of Docebo's well-known collaborations include Netflix, Starbucks, Thomson Reuters, Bloomberg, Uber and Hubspot. Docebo offers a learner-centric ecosystem for companies and their employees, partners and customers that supports social and formal learning.
Industry	Software
Website	www.docebo.com

Value Proposition

Docebo's value proposition rests on a few core principles. The company focuses on continuous innovation to provide an unparalleled, learner-centric experience that combines formal, informal and social learning to meet the needs of all corporate training audiences. Docebo Mobile is a mobile app experience built from the ground up that allows for a seamless learning platform experience on the go. Docebo Mobile enables learning on the go and lets workforces learn what they want, when they want. Docebo is focused on creating unparalleled learning experiences while also making the administration of organizations learning and development strategies seamless.

Mobile learning not only is an alternative way for employees to get to a platform when they are away from their desk, for many learners especially younger employees, mobile learning is their preference. A Docebo customer let the company know what it needed in a mobile app: "It needs to be frictionless, desirable, nice and immediately useful so that learners come back for more." And that's the whole point — creating mobile access to learning content that is seamless and feels as easy as accessing the same content on a desktop. Importantly, anything employees do mobile on their learning platform needs to sync without issue making any time the right to learn and develop.

In the words of one customer in the pharmaceutical industry, "Docebo consistently introduces new features, while allowing us the flexibility to keep old configurations." This is certainly true of Docebo's mobile app which was developed from the ground up but integrates all of the features that desktop learners love to use and have come to expect from any product with the Docebo name on it. Docebo's customer leverages the Docebo platform to provide on-demand and instructor-led training to their community. The success the division has had with Docebo has generated interest company-wide.

Learning and accessing information whenever it's needed can now take place anywhere. Docebo offers learners a frictionless, continuous learning experience. Learners can take training courses while offline and their progress will be automatically tracked and synced with their learning platform when back online. Docebo's mobile offline learning capabilities promote continuous, uninterrupted learning experiences for professionals on the go.

While the Docebo mobile app is relatively new to market, the reception already has been very positive. During early launch, Patrick Veehoff, head of learning and development at

Swisscom Enterprise Customers, said, "very positive first impression on the new app. Clean, fast, responsive. Great work!"

Product or Program Innovation

Docebo Mobile

In July 2017, Docebo introduced the Docebo Mobile app, providing a more seamless learning experience between desktop and mobile and making offline learning a cinch.

The Problem

Modern learners just won't use old, clunky apps with interfaces that make courses nearly impossible to take on a mobile device. They are used to seamless mobile experiences exemplified by the top consumer apps on the market and they expect more intuitive functionality than a simple "hit next" course button.

Learners have shown they're hungry for the opportunity to learn and they need a mobile app that works flawlessly everywhere and that not only doesn't interfere with a good learning experience but makes for an even stronger one. Do this and they will want to avidly come back for more. Docebo has recognized that to do this, it cannot refurbish old tech or only play catch up. Docebo needed to redesign it, invest on it and be serious about it — and that's exactly what it's done.

The Solution

The new mobile learning experience, fully native to iOS and Android, allows admins and learners to experience the full power of their Docebo learning platform on the go with seamless and frictionless functionality.

Docebo's decision to adopt a new technology that enables designed experiences that are impossible with traditional mobile tech did not come without sizable resources, among them a major investment and new team solely dedicated to mobile. Rather than update their existing mobile app, Docebo built its new model from the ground up designing an entirely new and advanced tool for the modern learner and L&D professional.

With Docebo's social learning platform, Coach & Share, and the enhanced power of the new mobile app, learners can capture, upload and share content such as videos on the spot and share them across their organization. The app, combined with Docebo's next-

generation social learning technologies, means that learning on the go is easy and engaging and can help to contribute knowledge capital to the entire organization.

In addition, the new mobile tech stack makes it easy to build functionality on top of it, creating mobile features that use existing desktop features, except with a radically different experience. The mobile app allows learners to take their learning offline, as well with immediate updates to their desktop experience and admin dashboards the second their back online.

"Our new generation of 100% native apps cuts away from the past, completely." says **Donato Mangialardo**, director of product marketing at Docebo. "Our new apps are not a web app, not a hybrid app, not a html5 app, as most of the existing mobile apps today available in the market, which only allow mobile apps to be just stripped down versions of the desktop app. We learned it at our own expenses and we decided to adopt a new technology that enables designing experiences that were just impossible with traditional mobile tech. This has required a major investment, several months of work and a new team that is solely dedicated to mobile." In addition, the new mobile tech stack makes it easy building functionality on top of it or creating mobile features that use existing desktop features, except with a radically different experience.

Development of mobile features is much faster now, resulting in a faster pace in releasing new functionalities and improving existing ones, unlike in the past where every change required significant work in both developing functionality and testing it. On top of this, it is AI-ready and already taking advantage of Docebo's first-generation artificial intelligence-powered updates.

Docebo's AI is used just about everywhere within the platform — and the mobile app isn't an exception. As an example with AI, learners won't need to manually add tags or description to his video — learners are already too busy performing their day-to-day tasks. All they need to do point-and-shoot to create their content and upload the video and it is automatically shared on the appropriate channels and tagged with exact right words that will make it discoverable and recommended to the right people across the organization.

Unique Differentiators

Benefits of Docebo's New Mobile Tech Stack
- Docebo is based on a pure SaaS/cloud model which extends seamlessly to the mobile learning experience.

- Native apps are consistently, far superior in terms in user experience than any other browser-based apps.
- 100% native for iOS and Android — not a web app, not a hybrid app, not a html5 app: those only allow mobile apps to be just stripped down versions of the desktop app.
- Building functionality on top of it or making existing desktop features available for mobile is much faster now, resulting in a faster pace in releasing new functionalities and improving existing ones.
- A native app is able to access 100% of the mobile OS and hardware for best performance, reliability and improved offline experience with faster loading times while conserving more battery life.
- AI — Docebo's learning platform allows for AI to take care of a few tasks currently being done manually on other platforms including tagging content and recommendation of who might be interested.

Docebo offers the Mobile app at no additional cost to all customers, regardless of what Docebo product or feature they are using. Besides the advantages of being a native cloud system, Docebo differentiates itself in the market by offering the following unique benefits and capabilities available and accessed easily on mobile:

- **An Unparalleled User Experience, Driven by Design** — Designed to provide a learner-centric and intuitive experience, Docebo ensures ease of use and fast adoption for administrators and learners alike. The Docebo Mobile app features an intuitive UI/UX that is easily identifiable to desktop users while being enhanced and developed specifically for the different experience that exists while learning on mobile. Adding content and encouraging UGC is a breeze, allowing learners to uploaded content at the tap of a button.

Figure 1: Docebo Mobile App
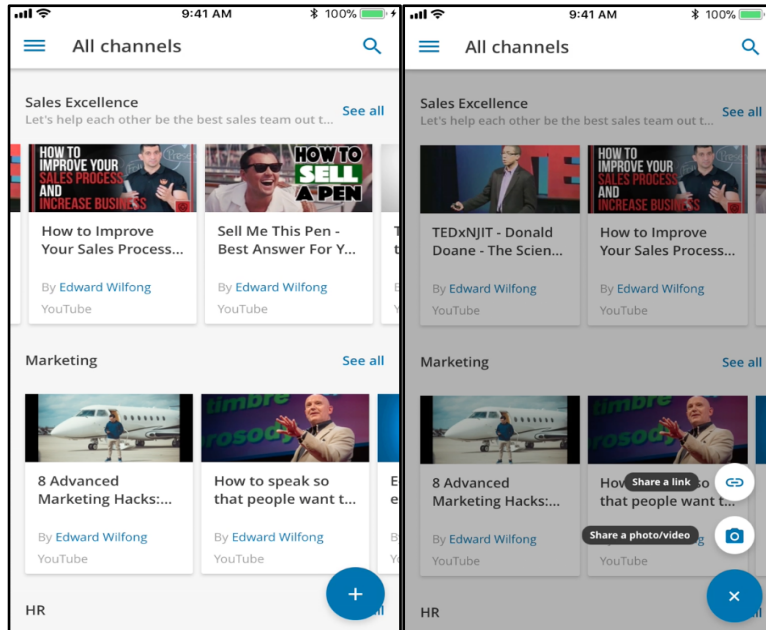
Source: Docebo

- **Cutting-Edge Functionality** — Docebo is continuously advancing its learning technology, relentlessly researching new and innovative ways to solve customers' problems and releasing new learner-centric functionality at an unmatched pace in the growing learning industry through its new continuous release process. Allowing the learning platform to easily include content and add that content to existing channels and courses is one way the app is making life easier for learners and admins alike.

**Figure 2: Ease of Use for Learners and Admins**
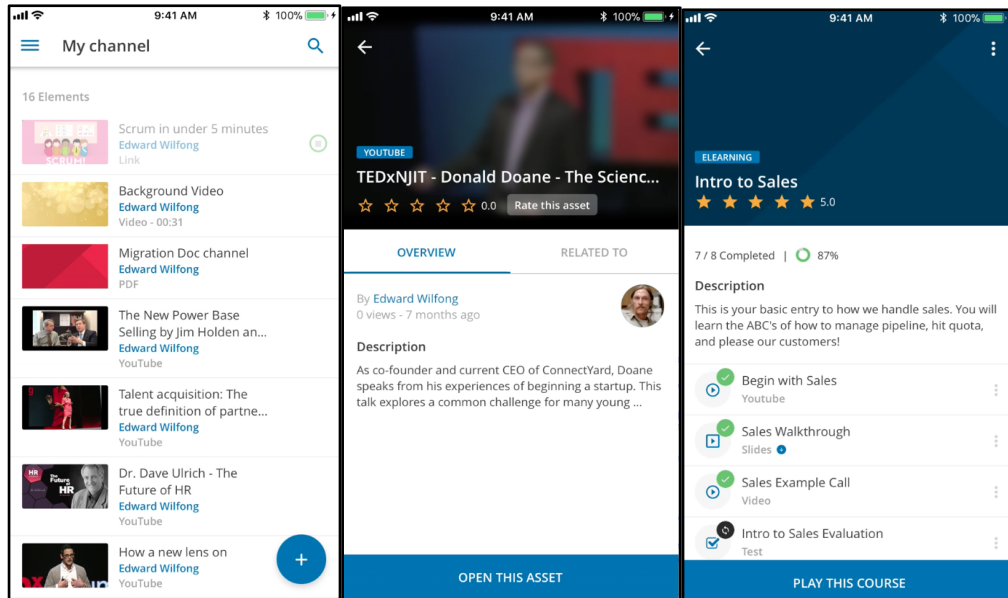
Source: Docebo

- **Scalability** — Without overwhelming users with too many features, Docebo lets organizations start small, while getting them up and running quickly for immediate impact. Organizations can seamlessly scale as eLearning initiatives and enterprise needs evolve by simply turning on extensions and integrations within Docebo as they're required.

- **Combined Formal, Social and Experiential Learning** — Docebo goes far beyond traditional LMSs by supporting learning as it happens in real life. With Docebo, employees are not only able to locate and connect with internal experts but also can create and promote user-generated content and uncover hidden knowledge within the organization. This feature is made even easier with the Docebo Mobile app, allowing for unparalleled ease of contributing content in real-world situations through point-and-shoot technology and an extremely easy-to-use interface that allows the content to be uploaded instantly. Additionally, with AI functionality, users don't need to waste anytime tagging their content or worrying if they've tagged properly as Docebo extends the AI auto-tagging ability to all content uploaded remotely via the mobile app.

Figure 3: Real-Life Learning Support
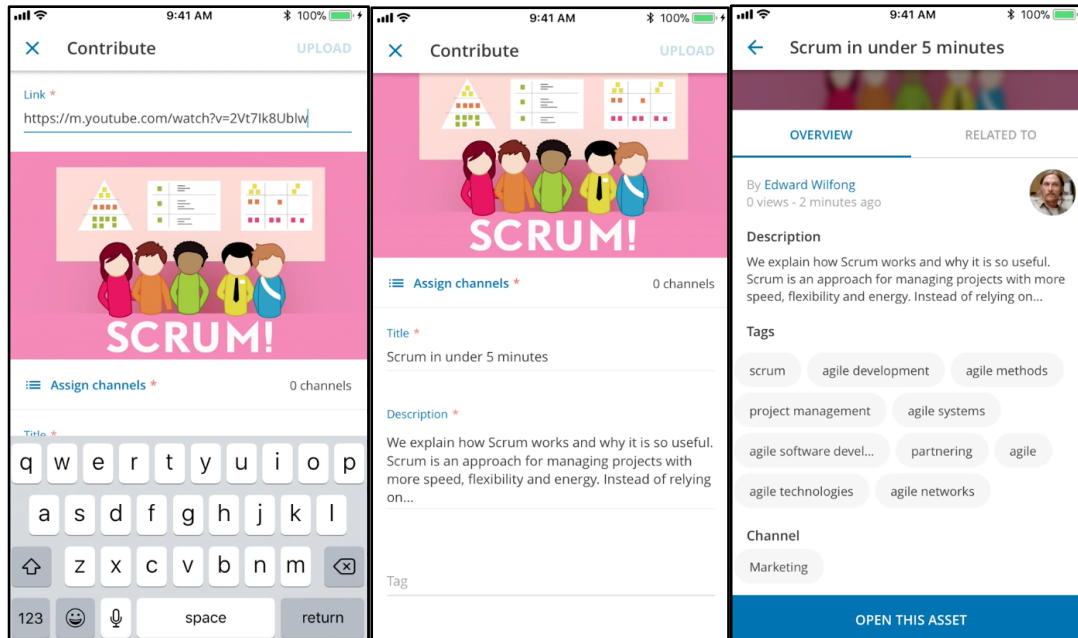
<div align="right">Source: Docebo</div>

- **Extended Enterprise** — While many LMSs are created primarily for the internal employee training audience, Docebo is designed to provide training for multiple audiences and can easily be extended to train partners, customers, prospects and association members.

- **Flexible Pricing** — An unlimited number of users can be registered in Docebo but customers only pay for those who are active and who use the platform within a given billing cycle. When it comes to pricing of the mobile app, it's not an additional feature — it comes standard with all Docebo plans.

Measurable Result

Gearing Up for Mobile-Only

A Docebo customer in the beauty industry wanted to start with a mobile-only approach to train their sales staff. Their future-forward thinking required the latest in mobile learning technology and coincided perfectly with the launching of Docebo's Mobile app.

The customer has sales staff that go to smaller cosmetics stores to sell the brand products requiring a learning experience that is accessible on the go.

The scope for the client also was global, with a focus on Japan, India, Europe and Brazil. This means its mobile app needed to be backed up with a frictionless learning management system operating on the cloud. With that in mind, Docebo first launched the program on the older iteration of the mobile app last September but some issues prevented some operations from being successfully implemented. Docebo took the learning from the experience directly into the development of the new mobile app, ensuring the information gained went directly into the building process. With the launch of the new app, the customer was able to put it to the test. Currently, the customer is seeing the active user rates always exceeded the 40% on a plan of 1,000 active users.

In regard to content, the customer primarily uses short videos on sales techniques and product. All training content is fully accessible and seamlessly found on the mobile app and available for viewing offline. Not only are the channels on their platform simplified, Docebo's customer is at ease knowing that they are partnered with a platform that has the ability to optimize anywhere in the world.

About Brandon Hall Group

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