Solution Provider Profile

MLevel

May 2021

Company At-a-Glance	
Name of Product/Offered	Data-Drive Digital Learning Platform
Headquarters	Atlanta, GA
Year Founded	2015
Number of Employees	14
Revenue	$2.5 million
Geographic Coverage	Global
Top Customers	AT&T, Chick-Fil-A, JP Morgan Chase and Astellas
Total Users (Cloud)	2,000,000
Solution Name	MLevel
Date Version Was Released	2020
Year Product Was Originally Launched	2014
Website	www.mlevel.com

Product Overview

MLevel is a digital learning platform that provides clients with the ability to create, distribute and measure training content across all mediums; i.e., mobile, web and the desktop. Its product is simple, quick and user-friendly, and it captures all the information anyone could need. It's all about the power of knowledge, which is why MLevel's platform is reinforced by the Three Pillars of Learning.

As part of working with clients' learning and development teams, MLevel's product's primary focus is the transfer, reinforcement and assessment of knowledge — or as MLevel calls it, the three pillars of learning. The Three Pillars of Learning are what help drive the business forward for success, whether improving sales, decreasing costs, or reducing risks. Knowledge is power and MLevel has uncovered that providing leadership, whether the business or learning design & delivery, meaningful insights into knowledge at the right time equals an improvement in desired business outcomes.

Knowledge Transfer

Knowledge transfer is the active sharing of experiences, foresight and intelligence of a workplace — in other words, managing knowledge intake and how learners respond to the courses. It lies at the core of a business' success and it can present huge opportunity when it comes to achieving a competitive edge.

- How do we ensure proper knowledge transfer to ensure we meet the desired business objective(s)? Do we set learning objectives? What tools do we use? Or perhaps we should define what data insights we want to see at the end? How will these insights help to make informed decisions about what to do next?

Knowledge Reinforcement

Knowledge reinforcement in training is an information-based strategy intended to bridge gaps between employee performance deficits and training needs analysis. The intention is not to relearn, rather to focus on the knowledge employees have acquired and ensure material is reinforced for long term retention instead of short term use.

- What key concepts are we looking to reinforce? What is the frequency of reinforcement? How can we really push the learner?

Relevant, contextual and timely reinforcement of critical information/knowledge empowers employees to do their job better — whether avoiding that phishing email (reducing risk),

wearing their mask properly (reducing risk), positioning that product properly (improving sales), responding to that customer issue properly and quickly (reducing costs) or overcoming that objection — knowing what to reinforce and when can drive the business forward.

Knowledge Assessment

Knowledge assessment is the measurement of how well information was received and anchored within an individual. It is not enough to simply check the box for completion — a passing score of 80%. The question is, what about that other 20%? The key aspect of this is data — seeing if the learner goals were achieved. The other 20% is critical to understand. That 20% could be the top revenue driver or the biggest exposure to a mitigable risk. You can't change what you don't know and you don't know what you can't see. MLevel empowers organizations to gain insight into what their learners truly know and don't know. Uncovering opportunities for improved education to drive sales, reduce costs, or reduce risks.

- What bottom-line metrics are we looking to impact? What learning thresholds should we set to reach those bottom-line metrics? How can we use this data to take action?

The 360° Learning Experience

The Three Pillars of Learning are part of an ongoing learning program. This continuous concept should be a process of learning, acknowledging and implementing so that employees can continue to grow in their career while at an organization. MLevel refers to this as the "360° Learning Experience."

A successful implementation of each of the Three Pillars creates a 360° Learning Experience, providing the learner and business with:

- MLevel data to determine the mastery gaps and bring the learning experience back to Knowledge Transfer.
- An improved employee experience as it relates to learning information crucial to their role
- A clear path for evaluation of each learner and the program in its entirety
- A continuous learning event that reinforces desired behaviors

MLevel's job is not done until employees have achieved 100% knowledge retention and knowledge mastery, giving them the ability to grow and better perform in their job.

MLevel Data and Analytics

MLevel's unique ability to provide real-time analytics into employee knowledge gaps enables companies to quickly remediate and provide targeting coaching to their team members, which improves the overall employee experience and companies' performance. MLevel Analytics blends learner performance and data visualization through the Microsoft Power BI suite. With this integration, businesses gain instant access and knowledge of how employees perform, aiding in achieving content mastery.

- Drill down into specific courses, topics, questions, cohorts and individuals.
- Analyze individual user scorecards and activity and measure impact and understanding, not "time served" of knowledge.

With the MLevel platform, data is both easy to understand and effective. MLevel Analytics provides insight into the learner performance and gives an overall framework of the user experience.

MLevel's platform is designed to be quick and user-friendly for learners, designers and reports viewers whether business leaders or instructors/delivery personnel.

Learner Experience

MLevel delivers training content in short, bite-sized chunks of information delivered in fun and engaging activities.

- Gamification
    - Keeps employees engaged by utilizing game-based activities.
- Leaderboards
    - Encourage light competition with leaderboards, stars and MLevel badges.
- Access
    - The learning modules can be accessed on any computer, tablet or mobile device — whether via web browser or an app.

Designer Experience

With MLevel's platform, companies can create courses in hours or days, not months or years. Its authoring tool is completely templated and requires no coding.

- Customization
    - Ability to use company's branding, colors, logo and more.
- Full Support
    - An MLevel license comes with email and/or phone support with its support team.

- Activities
    - Choose from 17 different microlearning activities when building a mission.
- Single Sign-On
    - Companies have the option to have single sign-on abilities and make a more seamless learning experience.
- Full Analytics
    - Real-time analytics gives company insight into what employees understand.
- Deep link
    - The ability to deep-link the training out into existing Learning Management Software.
- Content integration
    - Companies can use current training content, regardless if it's in a PowerPoint, PDF or other text formats and convert it to MLevel's platform. Simply plug it into MLevel's Excel workbook.

Reports Viewers – Leadership and/or Instructors: Creating Coachable Moments

- Measure Performance
    - Easily see knowledge gaps at an overview, group or individual level.
- Measure Accuracy
    - Use data to formulate reinforcement around areas of need and to create personalized coachable moments.
- Understand Leading Indicators
    - Both the learner and the company benefit from a deeper understanding of knowledge gaps and strengths.

Screenshots

Figure 1: Drill Down into Specific Courses, Topics, Questions, Cohorts and Individuals

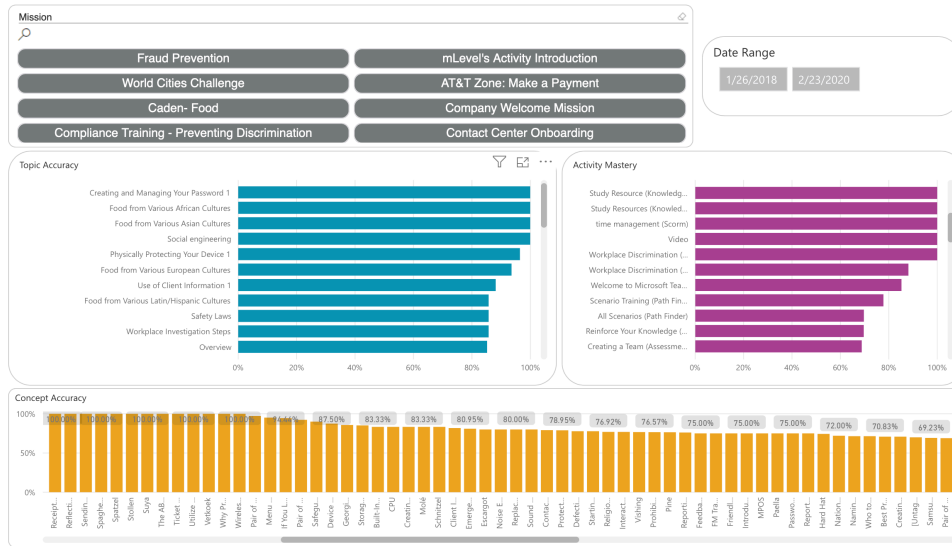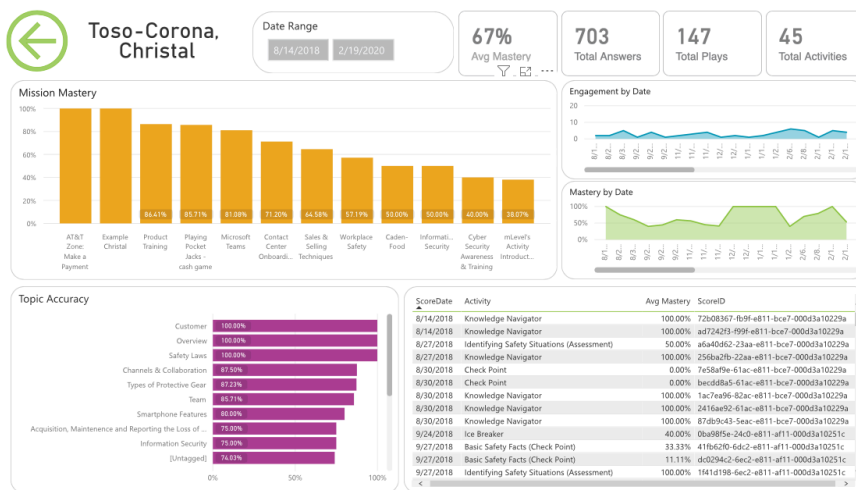**Figure 2: Analyze Individual Activity and Measure Impact and Understanding**
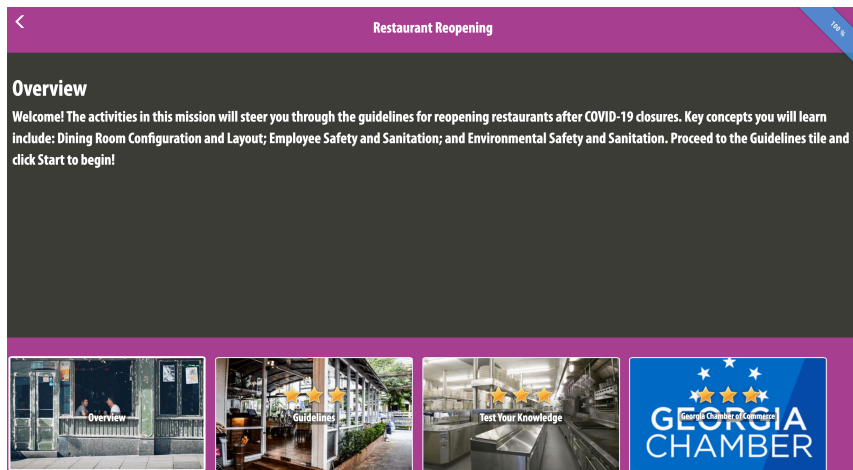
Figure 3: Example of Module and Game Design

Figure 4: Example of Module and Game Design (Continued)
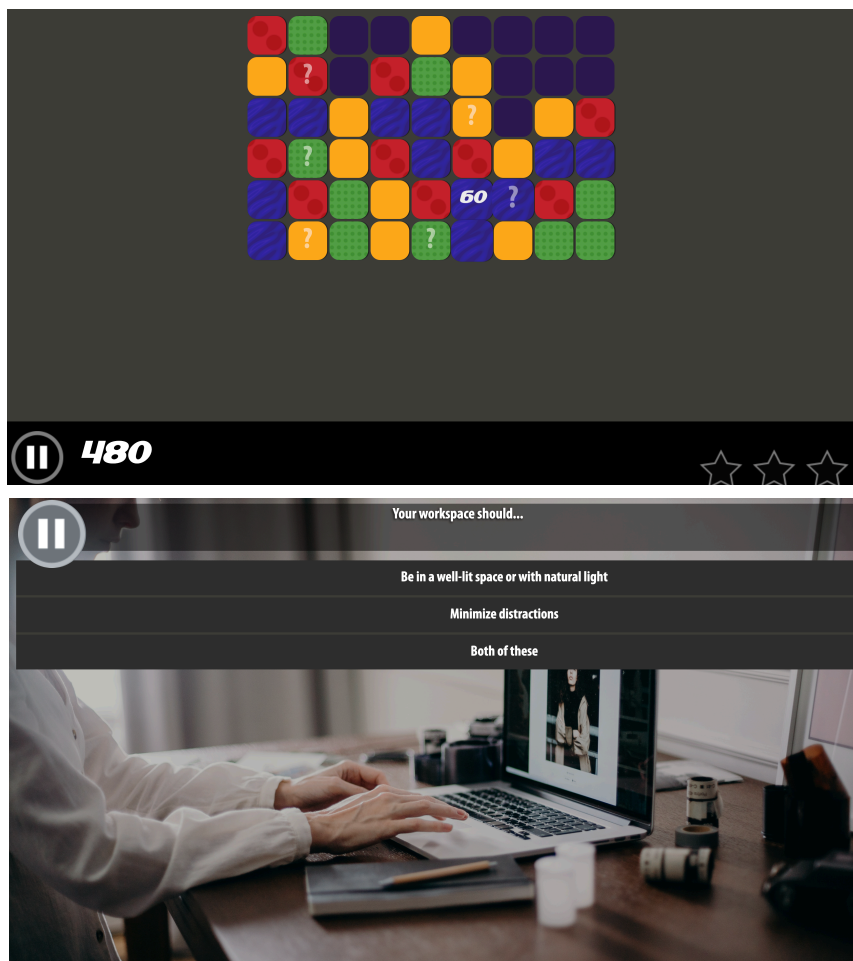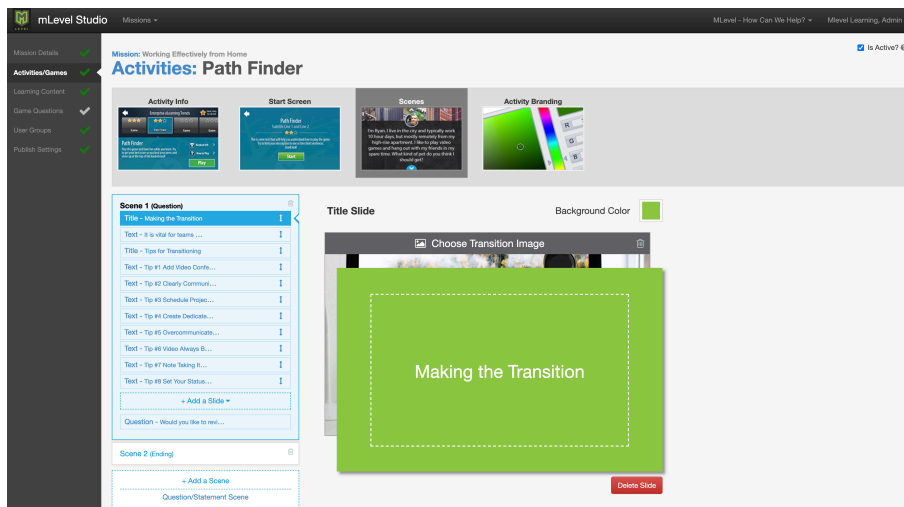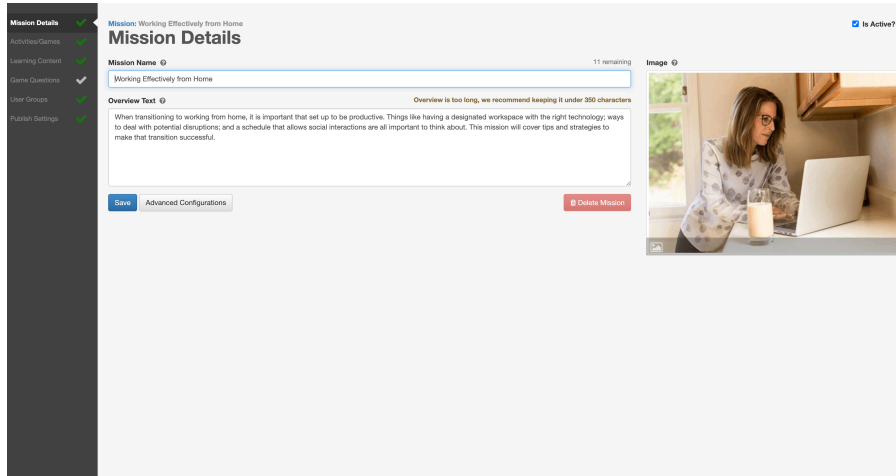
Figure 5: A Look at the MLevel Platform's Authoring Tool

All screenshots provided by MLevel

Analysis by Brandon Hall Group

Situational Analysis

Organizations are continually striving to create engaging learning that has a real impact on behaviors and business outcomes. However, outmoded learning technology, traditional content and a lack of focus on what the learner needs have led to uninspiring learning experiences that can only be measured through completions rather than real business impact.

What does it take to create a more impactful, engaging learning experience that improves individual and business performance? Personalization, reinforcement and adaptability. Together, these characteristics take learning to the next level.

Corporations are trying to find better ways to curate and deliver learning in a more contextual, engaging and modern technological interface. Several factors are driving corporations to improve their learning experience strategies:

- **Improve Learner Engagement** — Organizations struggle with developing and delivering learning content that captures the attention of the learner.
- **Create a Stronger Link Between Learning and Performance** — Learning in many organizations is developed without specific individual and organizational objectives in mind.
- **Better Measurement** — Learning is not improving in many organizations because the ability to measure impact on performance is not in place or is lacking.
- **Technology** — Learning technology is quickly evolving and organizations are in serious need of re-evaluating their learning technology ecosystem to offer a more modernized approach to learners.

Challenges to the Business

Organizations have had difficulty in catching up to the new standard of learning required. Learner requirements have evolved quickly and their need to have access to knowledge and information when and where they need it is more important than ever. Most learning is still very event-based, without enough follow-up, reinforcement or opportunities to apply knowledge. This leaves organizations ill-equipped not only to meet the rapidly changing challenges of today, but to ensure their workforce has the skills and knowledge required for the future.

Implications for the Business

The implications are two-fold. For the learner, the learning experience is waning and learner engagement continues to steadily decline. For the organization, employees are not learning what they need to know to maintain compliance, develop new competencies and skills and advance their capabilities leading to negative implications, including a lack of innovation and creativity that makes the organization uncompetitive.

Questions to be Answered by the Business

Organizations need to rethink their approach to the learner experience to keep pace with the rapidly changing dynamics of their learners and business.

The key questions for the business are:

- How does an organization create more "flow-of-work" learning experiences?
- Can the organization measure learning at deeper levels to understand usage and impact?

MLevel as the Answer

As more organizations seek to incorporate microlearning into their learning ecosystem, they are finding that the tools at their disposal simply do not support its creation, delivery or measurement. The MLevel platform represents an opportunity for companies to easily create bite-sized learning and integrate it into whatever learning environment they currently have.

To start, MLevel makes it possible for SMEs with little to no development experience to create microlearning. The authoring tool is intuitive and template-driven, meaning content can be created quickly. And the content can be gamified with points and leaderboards, driving adoption and engagement.

The experiences are seamless across devices, carrying the same look and feel throughout. That look and feel is customizable, too, allowing companies to use their own colors and branding. The content is incredibly mobile-friendly, making clean, easy-to-understand use of mobile functions such as finger swipes and portrait/landscape switching.

The learning content needs to be more than just engaging, however. MLevel offers analytics that allows users to drill down into how the content is being used, knowledge gaps and other insights that help identify how the learning is impacting knowledge and behaviors.

For organizations looking to add microlearning to their offerings, MLevel is a good choice to insert into any learning environment. MLevel content can be deep linked or embedded into LMS content or can be surfaced through other types of content searches, such as in a knowledge management system. SSO integration means no separate sign-ons to access the content, and the platform is compliant with data regulations such as GDPR.

-David Wentworth, Principal Analyst, Brandon Hall Group
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