



Solution Provider Profile

RapL



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July 2021



Company At-a-Glance	
Name of Product/Offered	RapL
Headquarters	Boston, MA
Year Founded	2018
Number of Employees	30
Geographic Coverage	APAC, EMEA and the Americas
Total Users (Cloud)	100,000+
Solution Name	RapL
Current Version	V6.15
Date Version Was Released	June 2021
Year Product Was Originally Launched	2019
Website	www.getrapl.com



RapL Solution Overview and Value Proposition

Professionals experienced with mandated company training know how tedious and unengaging it can get. Statistics have shown very poor retention for one-time learning.

RapL believes learning should be engaging, interactive and bite-sized. Typical learning retention is known to be at 20% but RapL's repetitive reinforcement model increases the retention past 90%.

RapL identifies individual knowledge gaps and reinforces them until they are filled and one has gained mastery of the required topics. RapL's confidence-based learning model is presented via real-world scenarios that make the learning process fun and engaging. RapL's adaptive AI-driven personalization automatically skips mastered content and focuses on weaker topics, personalizing the learning journey. The 3-5 minutes spent daily on the mobile-first RapL application allows people to learn without any disruption. RapL's ease of deployment at scale and multilingual support adds to overcoming any barriers.

Along with experiencing immersive learning, RapL encourages prompt and regular learning via points, leaderboards and achievement badges.

Vision

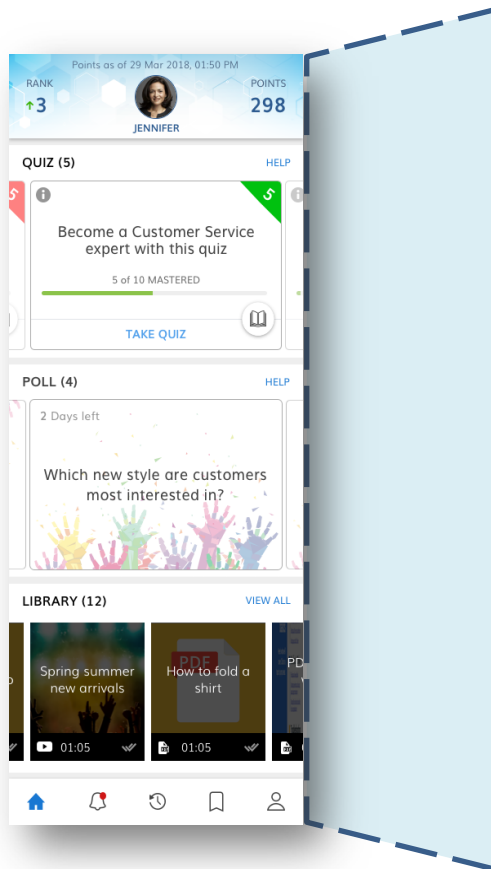
RapL's vision is to transform the performance, productivity and culture of people and organizations by empowering them with the knowledge, skills and information required to do their jobs well.

With a goal of empowering every employee to be their best, RapL has accelerated business impact via a continuous, microlearning approach. RapL's vision remains to drive the bottom line of businesses, irrespective of the domain it belongs to.



Screenshots

Figure 1: Engaging Learning



Bite-sized

Deliver bite-sized easy-to-consume learning nuggets.

Reinforced

Spaced repetition increases knowledge retention.

Global

Multilingual, fast and easy rollout and global scale

Personalized

Learning is specific, continuous and adapted to each individual based on their gaps.

Gamified

Game-based mechanics keeps employees motivated and makes learning competitive and fun.

Monitored

Hierarchy-based monitoring by region, area and territory



Figure 2: End-to-end Solution



Next-Gen microlearning tool

Gamified and personalized learning that is scalable for employees across the world. Get started in less than a day, across mobile and desktop.

Content Services

RapL helps create engaging micro-content and quizzes in a timely and cost-effective manner from an organization's raw resources.



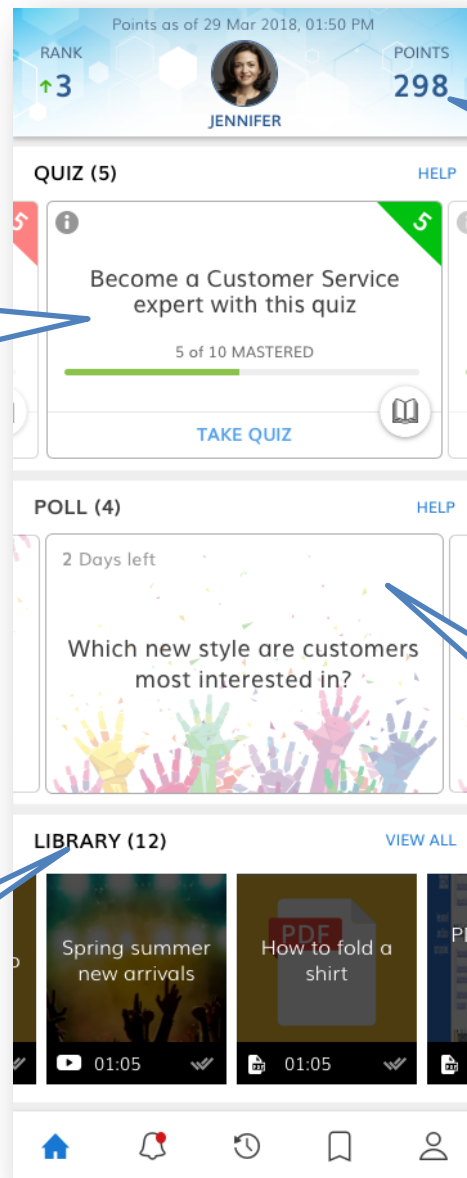
Ongoing Execution Support

RapL will assign a single point of contact from its customer success team to help guide organizations through the process as seamlessly as possible.





Figure 3: Product Features



Scenario-based quizzes are deployed for every critical topic.

Employee rank and points show how well they are learning.

Polls can be used to gauge employee sentiment or get

A library of important content for each employee



Solution Provider Profile

RapL



Figure 4: RapL's Metrics

16%

increased **sales productivity** at a leading electronics brand

22%

reduction in **inventory issues** for an apparel retailer

15%

reduction in **safety incidents** at sites due to better safety training

RapL provides data & analytics with direct correlation to business metrics and outcomes.



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. There are several factors that 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 personalized learning at scale?
- Can one provider offer a state-of-the-art learning platform that delivers engaging, contextual experiences?

RapL as the Answer

With the workforce busier and more distracted than ever before, L&D has been struggling to provide learning experiences that are relevant and engaging, and drive real impact, yet fit into the way people work. Microlearning platform RapL takes a continuous, reinforcement approach to learning to address all three challenges. The solution takes into account specific knowledge gaps so they can be addressed at a personal level, yet can be scaled across a large, global enterprise.

RapL has thousands of microlearning elements that are ready to use, or they can work with their clients to create custom content. RapL also does a good job of marrying the concepts of gamification and microlearning, creating experiences that keep learners coming back, helping drive retention and foster an atmosphere of continuous learning.

RapL also includes a layer of adaptivity that takes into account not only a learner's ability to answer questions correctly, but their confidence in doing so. This allows the follow-up interactions to be tailored to their needs. This kind of approach gives managers unique insight into how well their teams are learning and performing.

The consultative approach that RapL takes with its clients allows it to provide just the right kind of microlearning experience to meet their needs. And RapL doesn't leave clients to move forward



Solution Provider Profile

RapL



on their own. As part of the ongoing relationship, RapL also looks at the learning outcomes and the changing needs of its clients to adjust the platform as necessary.

A broad set of APIs allows RapL to integrate into almost any environment. This means the platform can be the only learning experience, or part of a larger learning ecosystem that needs microlearning and spaced exercises to improve its effectiveness.

Organizations that need help with knowledge retention, performance support and continuous learning can rely on RapL's experience in microlearning, knowing that they will have a partner to help them leverage microlearning to its fullest potential.

-David Wentworth, Principal Learning Analyst, Brandon Hall Group

- Michael Rochelle, Chief Strategy Officer and Principal HCM Analyst, Brandon Hall Group



About Brandon Hall Group

With more than 10,000 clients globally and 27 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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