Solution Provider Profile

Spekit

March 2023

Company At-a-Glance	
Name of Product/Offered	Spekit: Just-in-time learning platform
Headquarters	Denver, CO
Year Founded	2018
Geographic Coverage	Mostly US
Industries	Tech, FinServ, Healthcare, Manufacturing, Services, Airlines
Website	www.spekit.com

Spekit OVERVIEW AND VALUE PROPOSITION

The way we learn at work today is modeled on an outdated approach that was designed for academia and administered using outdated technology. We succumb to long-form content delivered both online and in-person, and it doesn't scale. We take a test and move on … but at what expense? The expense is significant. According to the forgetting curve, we forget 90% of what we learn in just 30 days.

The way we learn at work today is broken. There are more powerful ways to increase the effectiveness of learning and training, especially suited for a remote and digital-first world.

Spekit is a just-in-time learning platform purpose-built for how we work today. It's the only solution that delivers training and content when and where teams need to navigate new processes, technologies and methodologies without disrupting productivity. Spekit sits on top of any web-based application and integrates with the most popular sales productivity and collaboration solutions such as Slack, Outreach and Salesforce. This dramatically increases productivity and efficiency, improves retention, reduces repetitive questions, drives standardization and ensures your teams are getting the information they need when and where they need it.

Spekit provides modern revenue teams with the agility and flexibility they need to navigate change and promote best practices in a work-from-anywhere world.

Greenlight Guru, a Spekit champion, streamlined six software rollouts in a single quarter with Spekit. Not only that, but using Spekit, Greenlight Guru can turn a single Slack response into a best practice or process change that the entire organization can access at any time.

Spekit is trusted by the world's most innovative companies, such as Southwest, Outreach, ClickUp and Uber Freight. Spekit is loved by its customers, as demonstrated by its 5-star rating on Salesforce's AppExchange, as well as a host of high marks on review sites such as G2, including easiest setup, easiest to use, high-performer and best-estimated ROI.

Spekit's most prominent features include:

- **Speks:** A Spek is a bite-sized piece of custom knowledge. It can be used to document any process, step-by-step walkthrough, or term in a company for easy access. Speks can be embedded inside the UI of almost any web-based application do deliver content and training in context, when and where it's needed.
- **Flows:** A flow is a step-by-step walkthrough. Customers use flows to help employees learn new tools and processes. Flows can be delivered to users through push notifications, and users can also access them on-demand through the sidebar and web app.
- **Analytics:** Spekit provides dashboards and analytics to help customers measure content engagement and effectiveness, as well as user activity and behaviors. This information helps customers measure the impact content has on behavior and identify gaps.
- **Sidebar:** The Spekit sidebar is a way to surface the complete Spekit library both contextually and searchable in any location in your browser. Users download our Chrome extension, which allows them to expand the sidebar on any web-based application to self-service content.
- **Spotlights:** A spotlight is an in-app push notification in the form of a pop-up that appears in the middle of the end-user's screen anywhere in their Chrome browser with a video/image, a brief text and a link. Spotlights grab users' attention and point them toward relevant training content in Spekit or external links based on who the user is and what they're doing.
- **Knowledge Checks:** Knowledge Checks are simple assessments that customers can create in minutes, and that employees can take even faster. Knowledge Checks give customers a fast and easy way to deliver bite-sized check-ins that not only increase engagement, but also reinforce learning in the flow of work.

Spekit provides a list of included services to ensure the success of our customers:

- **Onboarding:** Spekit's onboarding package is designed to support customers through the initial launch of their Spekit implementation. A standard onboarding service provides the customer with a single Spekit contact who supports technical setup, customer training, content design and creation, and user launch. After the initial launch, Spekit continues to support the customer through regular reviews of their implementation.

What Sets Spekit Apart?

At Spekit, we fundamentally believe the way we learn at work is broken. The world and how we work have changed. We need to be more self-sufficient to succeed and businesses need to be agile to keep up with the rate of change.

Most of us rely on learning technology that's modeled on a decades-old methodology that was originally designed for the classroom — not work. It's point-in-time, long-form, non-contextual … and frankly, ineffective.

Research tells us legacy technology like LMS isn't going away soon, but we honestly wonder why that is. Is it simply because there isn't a better alternative? The data says yes. ATD recently reported that while 83% of organizations have an LMS, only 9% rated their systems as highly effective at achieving learning goals.

We've spent years researching learning effectiveness in the workplace and very clear, painful patterns have emerged.

First, most organizations approach training as a singular event or destination. It's a grand ordeal. Enablement teams spend days and weeks creating content, pair it with a live or virtual training and launch it. The problem is that people are distracted, not paying attention and rarely revisit the training, which is disappointing considering how much time and effort are spent creating it.

Second, because all relevant training isn't centralized or contextual, there are very limited ways to access reinforcement when employees need to recall a specific piece of information.

Finally, in this scenario, training is often forgotten as quickly as it's consumed. Studies like "the forgetting curve" show us we forget 50-80% of what we learn after just two days if it's not frequently reinforced. And because they don't remember, they easily get confused when navigating new tools or processes, which leads to frustration, resistance, costly mistakes and bad data. Forecasting is unreliable, and it's hard to understand the effectiveness of your processes.

This way means we're not achieving optimal outcomes from our people, our processes, and our technology.

This is precisely why we built Spekit, to resolve the issues that stem from decades-old technology and methodologies. It's about time we have technology that meets modern demands.

Spekit is a just-in-time learning platform built for how we learn at work today. It sits on top of any web-based application to provide instant access to curated content, such as training videos and sales playbooks, delivered where and when you need it.

You can embed knowledge exactly where it's needed, delivered right in the flow of work. Our one-of-a-kind integration with Salesforce makes this process as simple as can be.

If it's not embedded, Spekit ensures answers are always one search or click away, whether you're using Chrome, Slack, or Outlook.

Change management challenges are solved with in-app notifications that are delivered only when the user needs to see them.

SCREENSHOTS

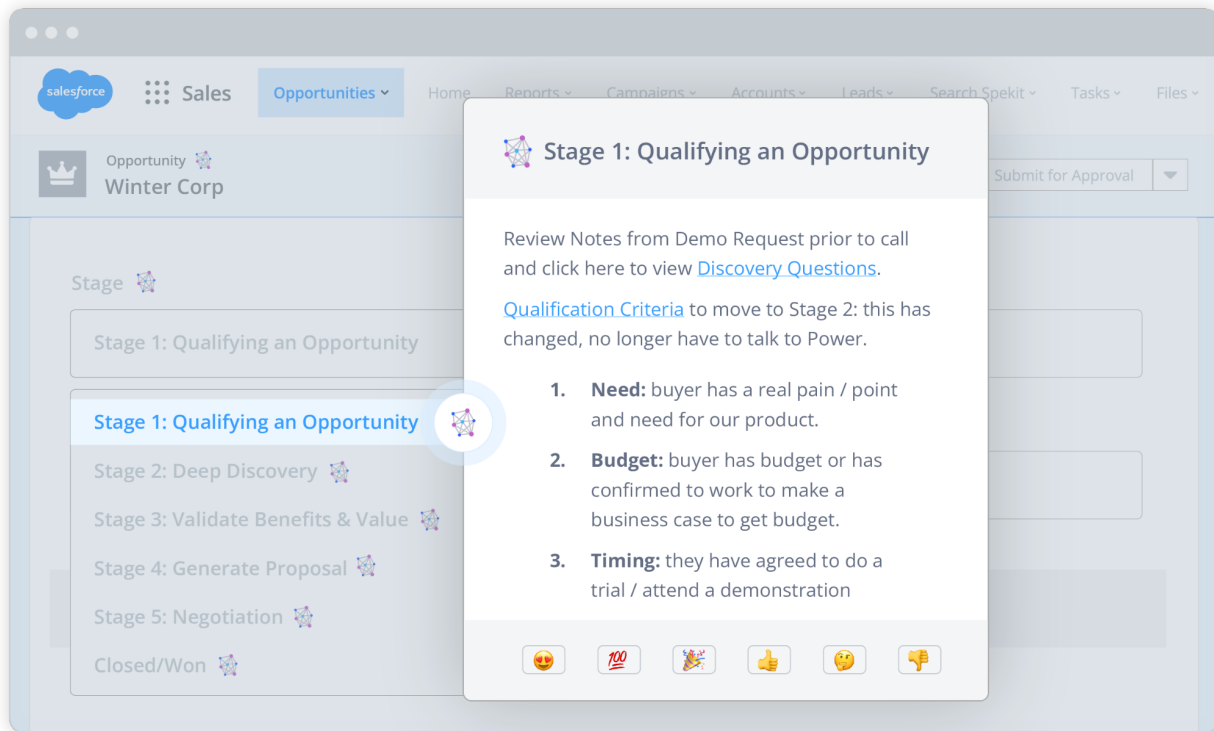**Figure 1: A Spek Embedded in the Salesforce UI**

Figure 2: A Step in a Flow Walking Through How to Create an Expense Report
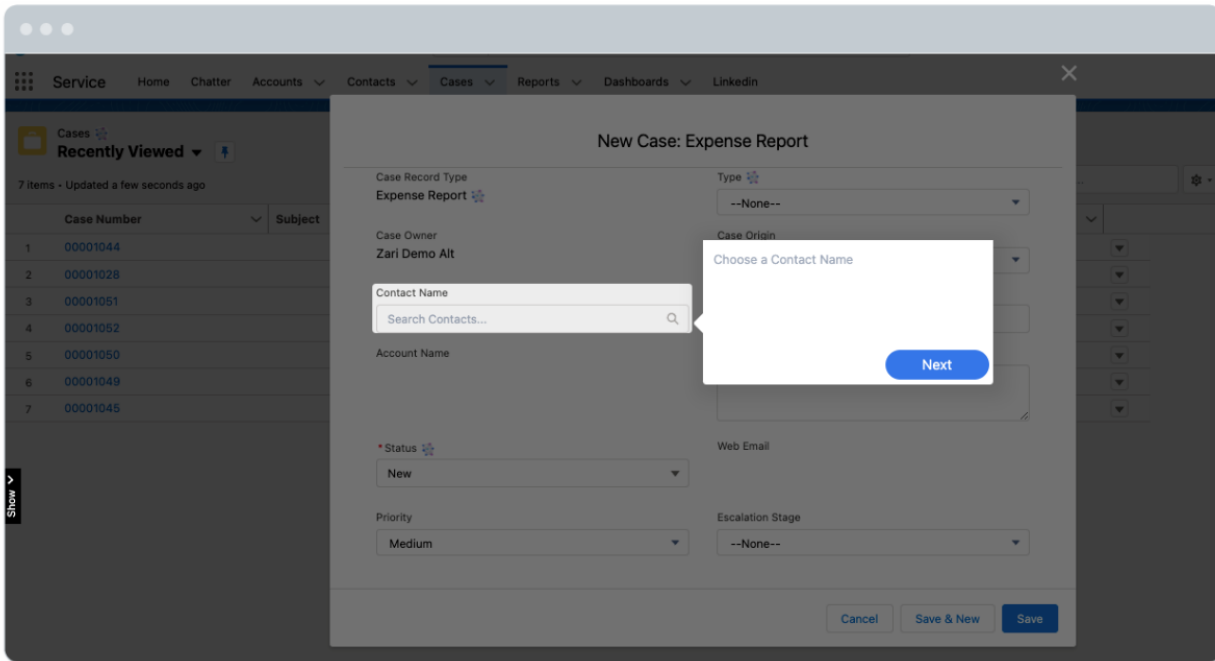

Figure 3: An Analytics Dashboard that Shows the Most Popular Speks and Most Active Users
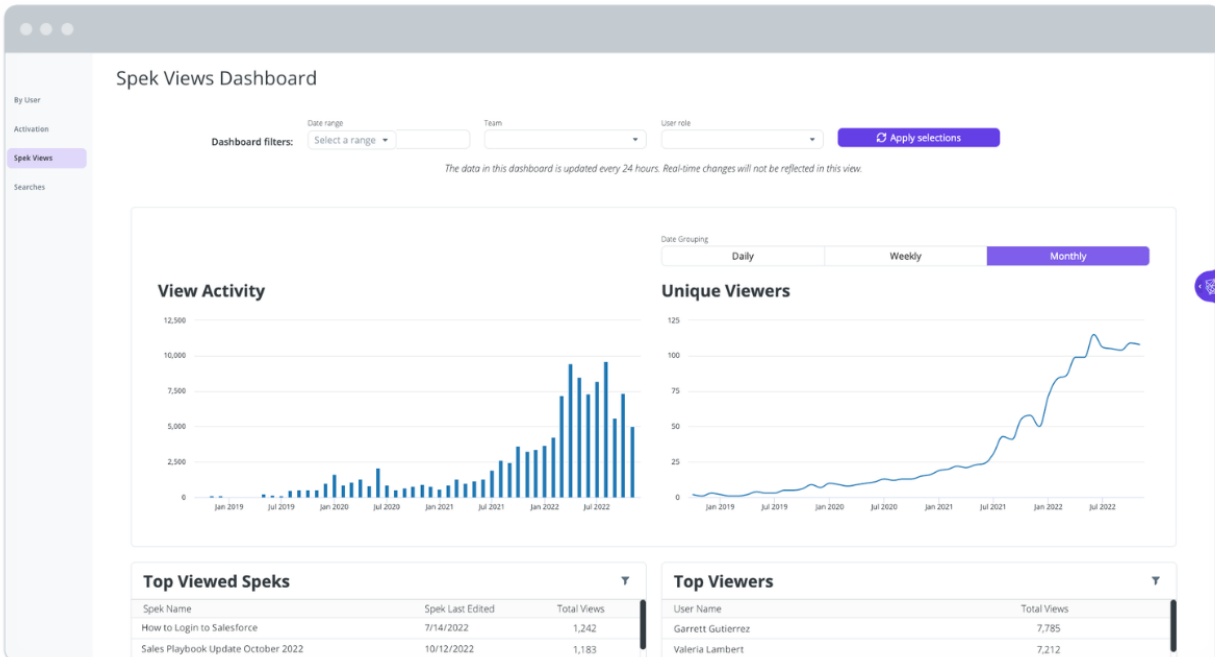
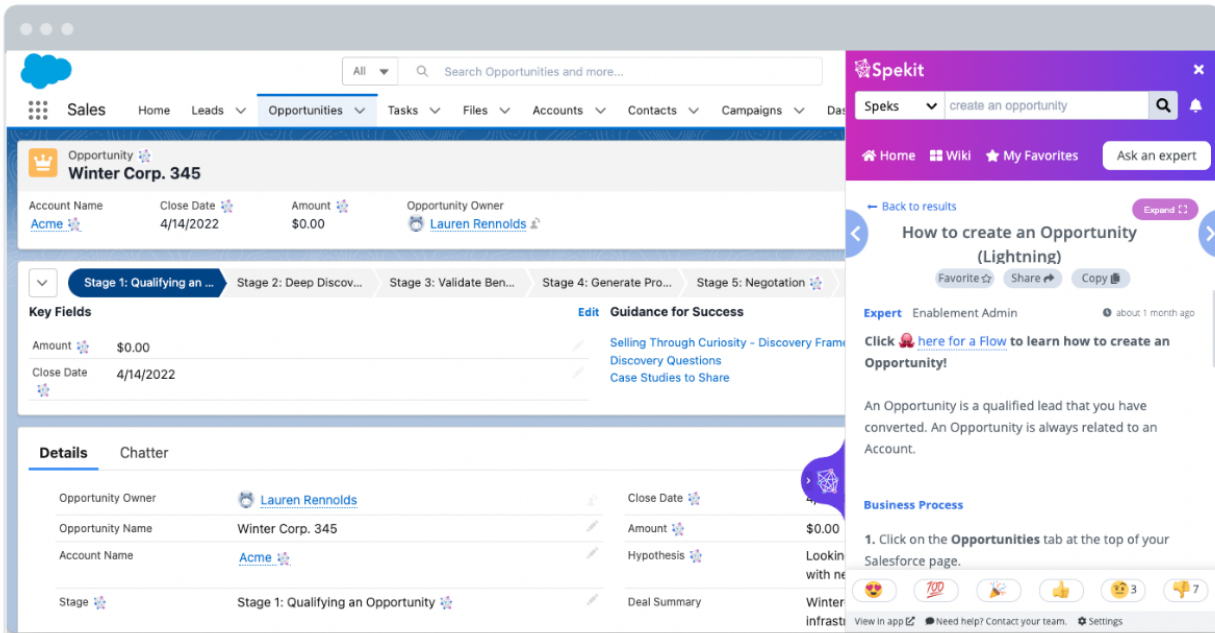**Figure 4: The Spekit Sidebar Showing a Search and One of the Spek Results Pulled Up**

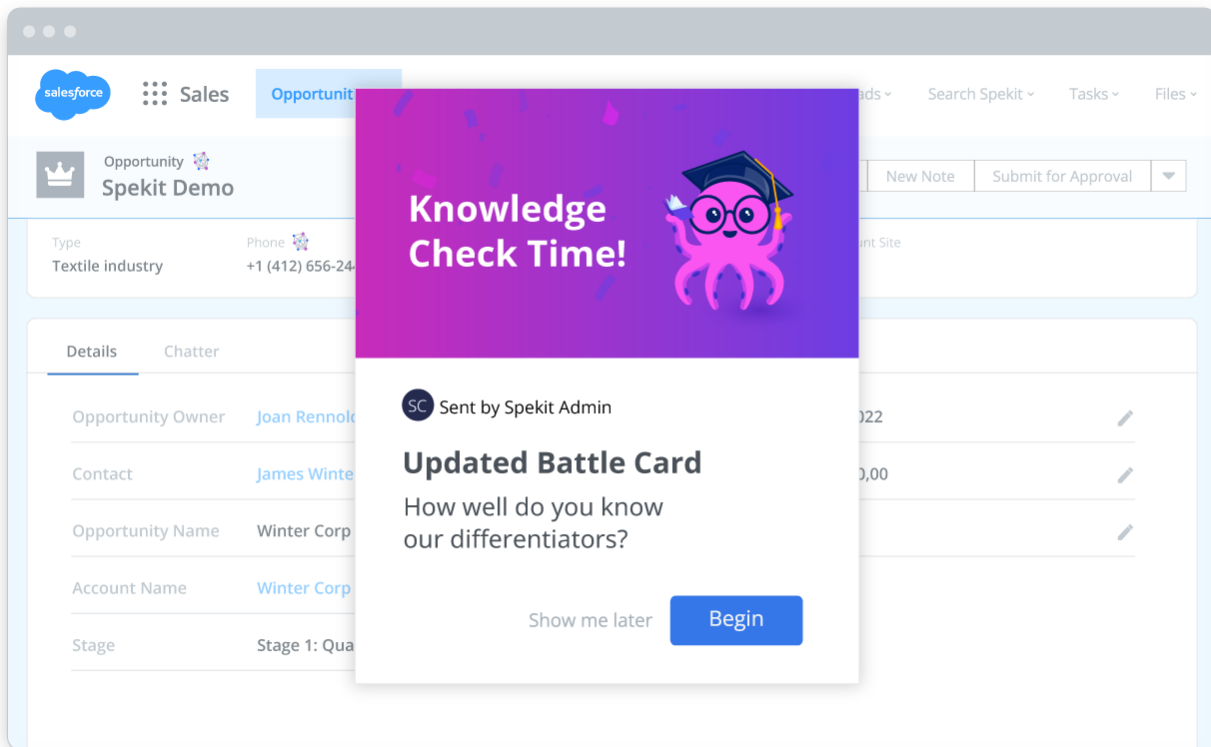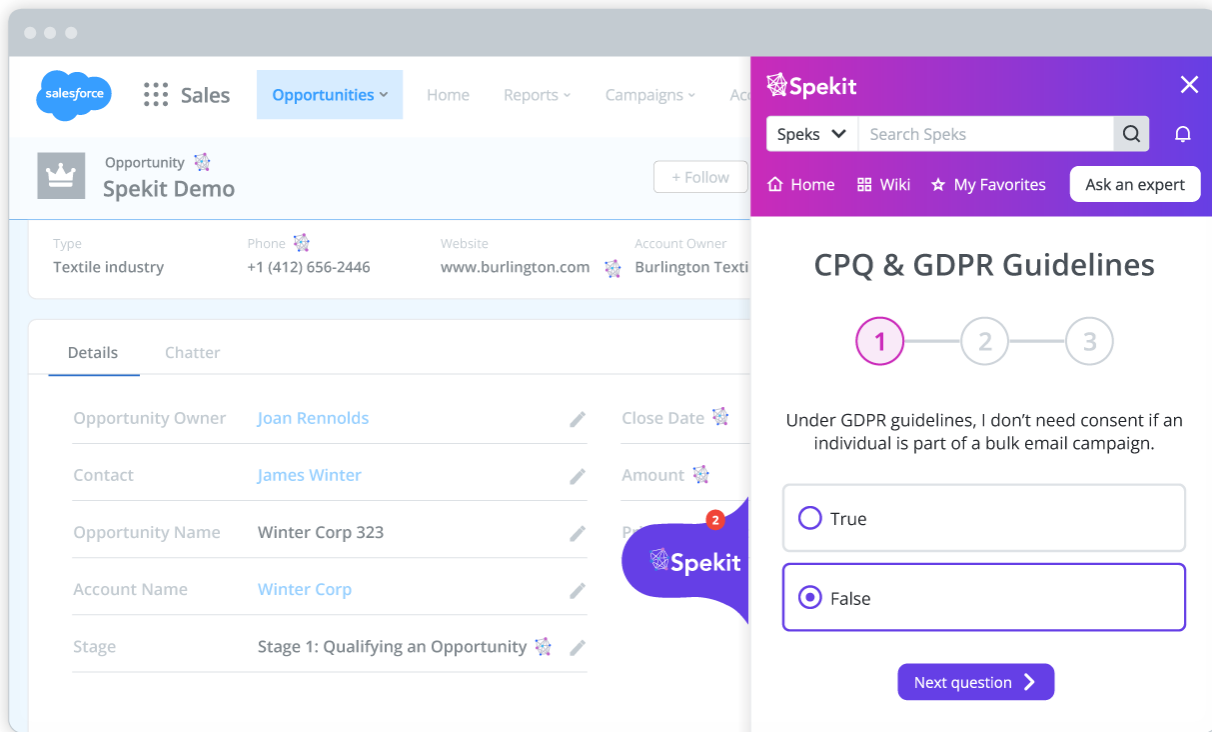**Figure 5: A Spotlight that Prompts the User to Take a Knowledge Check**

Figure 6: A Knowledge Check about CPQ and GDPR Guidelines Delivered in Salesforce

All screenshots provided by Spekit

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

Spekit as the Answer

Spekit is a unique learning tool that works the way our brains work. Learner depth and length of retention are critical success factors in the successful application of learning. Spekit is a just-in-time learning platform that reverses the negative impact of the forgetting curve. Its application fits nicely with other tech and it's simple-to-use interface allows a learner to access content in the flow of work. The application can support multimodal learning effortlessly.

A big plus is Spekit's unique integration with Salesforce which makes this application a standout for sales professional training. Spekit also plays well with other applications even if they're not integrated like Chrome, Slack and Outlook.

Getting people to learn in the workplace is difficult. The pressure to learn is enormous leading to the high-stakes game of developing and delivering impactful learning. Learning organizations need to seriously consider Spekit as a way to win this game and have learners come out ahead of the curve.

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

About Brandon Hall Group

With more than 10,000 clients globally and 30 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.

Membership
Individual and Enterprise Membership Options: Includes research assets, advisory support, a client success plan and more.

Professional Certifications
Self-paced certification programs. Virtual group sessions for companies. In-person conferences and summits.

SOME WAYS WE CAN HELP

Advisory Offerings
Custom Research Projects, including surveys, focus group interviews and Organization Needs Assessment for Transformation, Technology Selection and Strategy.

Excellence Awards
Two annual programs recognize the best organizations that have successfully deployed programs to achieve measurable results.

ORGANIZATIONAL EXCELLENCE CERTIFICATION PROGRAM
recognizes world-class HCM programs that transform their organization and achieve breakthrough results. This designation is the next step beyond the HCM Excellence Awards, which focus on a single program, and looks at the department as a whole.

SMARTCHOICE® PREFERRED PROVIDER PROGRAM
uniquely places HCM service and technology companies at the top of organizations' consideration list of vendors. It adds an unmatched level of credibility based on BHG's twenty-eight-plus years' experience in evaluating and selecting the best solution providers for leading organizations around the world.