Solution Provider Profile

AllenComm

April 2024

Company At-a-Glance	
Name of Product/Offered	AllenComm offers four complementary services to corporate Learning and Development: 1. **Design** — Our custom solutions team designs innovative learner experiences (LX) for eLearning and instructor-led training. 2. **Tech** — Our tech services support the performance, analytics, and interoperability of the learning tech ecosystem. 3. **Talent** — We provide staffing, outsourcing, and placement services for any role or function on your learning and development team. 4. **Advisory** — A Learning and Development consulting practice focused on change, learner performance and enabling tech
Headquarters	Salt Lake City, UT
Year Founded	1981
Number of Employees	140
Revenue	$19 million
Geographic Coverage	Global
Industries	Finance, Insurance, Healthcare, Transportation, Food and Beverage, Manufacturing, Retail, Energy, and Nonprofits
Geographic Coverage	North America
Top Customers	These are some of our Brandon Hall Group™ award-winning clients from the last 2 years: • Kraft Heinz • Delta Air Lines • Freddie Mac • National Fire Protection Association (NFPA)

	Other top customers for 2023: • A seller of recreational vehicles with more than 12,000 employees • A global provider in the defense industry with more than 100,000 employees • A private security firm with more than 122,000 employees • A global software company with more than 10,000 employees
Total Users	4 million+
Website	www.allencomm.com

AllenComm Overview and Value Proposition

AllenComm provides Learning and Development services for design, organizational readiness and the learning tech ecosystem. We partner with the world's foremost organizations to create award-winning, impactful learning solutions that innovate, scale and create impact. The focus of our design services is creating robust learner experiences that span the full range of instructional approaches and technologies.

AllenComm's combination of deep instructional design experience and agency-level creative teams, our innovative learning technologies coupled with a leading-edge design and development system, and our leading-edge advisory and talent services enable us to meet the needs of clients and learners. AllenComm works with companies to create transformational learning solutions — at every step, from start to finish — that meet business objectives to enable companies to become sharper, smarter and better.

Advisory

AllenComm Advisory meets client needs that precede or go beyond the typical design and development of a learning program. We help clients to prepare for organizational change, improve learner performance and support an integrated learner experience.

Design

AllenComm offers a complete, full-service team of award-winning instructional designers, graphic artists and UX designers, writers, videographers, motion designers, project managers and programmers to take your learning solution from ideation to delivery. Along the way, they will build your customized solution in iterative steps to assure at each step throughout the development journey that your completed project aligns with your vision.

Tech

As learning technologies have continued to evolve and mature, learning leaders and their teams often face a superabundance of opportunities. The learning tech ecosystem they have is often more powerful than they realize, but new applications continue to emerge. They find themselves facing questions that are especially challenging because accountability for the learning tech stack may reside with IT or a separate learning tech team.

AllenComm Talent

Over the years, many clients have requested additional flexibility when it comes to meeting their design needs. They may use our custom design solutions for strategic initiatives but prefer to handle day-to-day design work themselves. AllenComm Talent provides these clients with access to an extensive network of learning and development professionals who meet our criteria and standard of quality. We offer temporary staffing for almost any role, outsourcing of multiple roles or a learning function, and permanent placement for almost any learning role.

![Brandon Hall Group logo]

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Screenshots

Figure 1: Freddie Mac — CreditSmart® Essentials

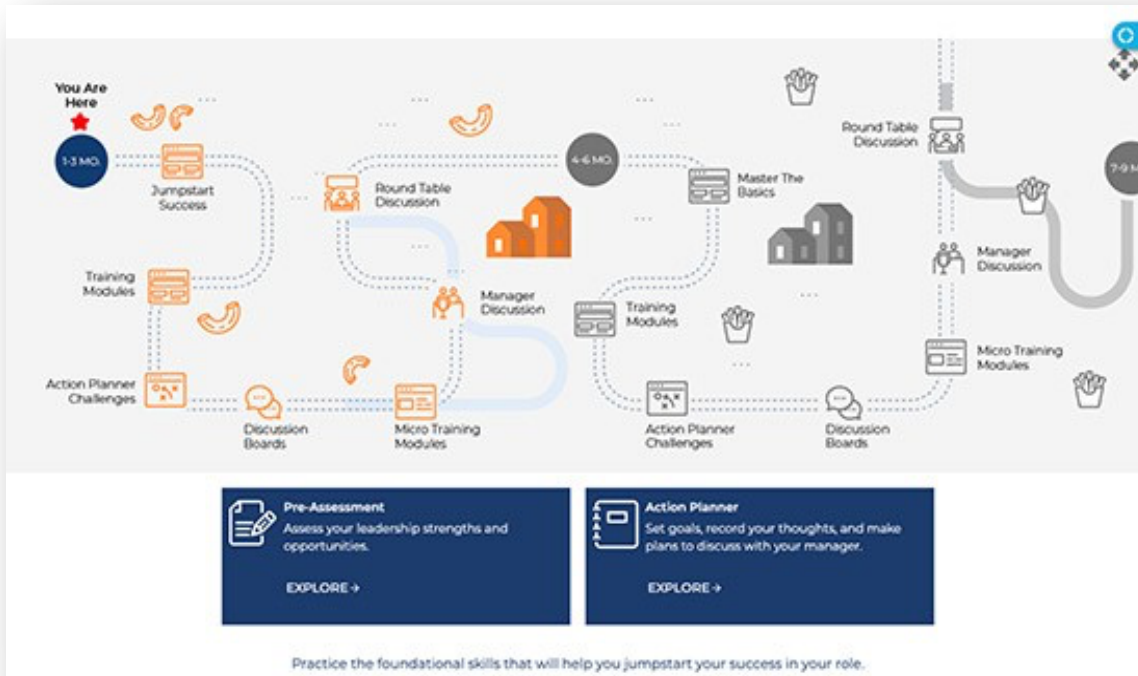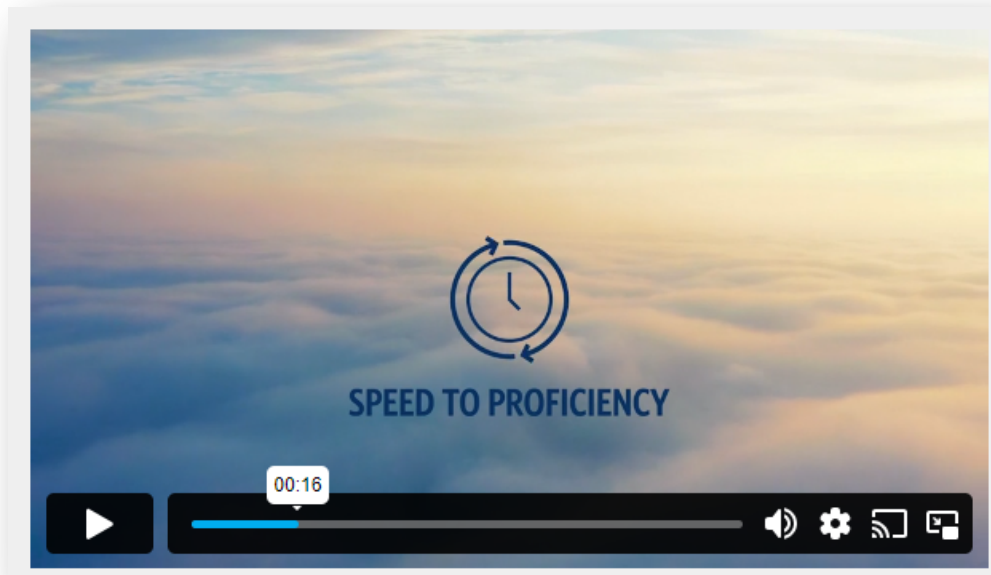**Figure 2: Kraft Heinz Leadership Development Training**

Figure 3: NFPA — 1700 Guide to Structural Firefighting

Figure 4: Delta Onboarding Experience

All screenshots provided by AllenComm

Analysis by Brandon Hall Group™

Situational Analysis

The learning services market has seen steady growth over the past few years as organizations seek external expertise to help improve their training programs and align learning and development (L&D) with business goals. The importance of learning in preparing organizations for the future of work has opened up additional opportunities as companies rarely have all the expertise and skills needed internally to keep up with the demand on learning work.

Challenges to the Business

In the post-digital age of learning, online training content and platforms make it harder for consultants to differentiate themselves and justify fees. User-generated content and the growth of generative AI tools for training content creation mean training consultants must prove their value and differentiate their expertise to secure contracts. The competition from boutiques, independents and offshore firms putting price pressure on established players in the market adds to the complexity.

Implications for the Business

Firms need to specialize and demonstrate deep expertise in specific areas. Practices must evolve to reflect not only established expertise and experience but how that expertise is evolving and applicable to new challenges in learning. Developing proprietary tools, templates and models can help with this. Above all, consultants must be able to demonstrate real business impact through their services. The ability to deliver business success will be a key differentiator for consulting teams.

Questions to be Answered by the Business

When considering partnering with a learning services firm, companies should ask themselves the following five questions:

1. **Does this partner have evidence they can quantify and demonstrate impact and ROI?** Clearly defining the organization's learning goals, target audience and desired outcomes is essential to designing a learning solution that supports business transformation.

2. **How does this firm differentiate its IP and solutions?** Assessing the scalability, innovation and impact of a learning services provider is crucial to ensure it can accommodate the organization's current and future needs. Consider factors such depth of expertise in the type of training to be designed and the industries in which they have worked.

3. **Does their talent have the capability to drive outcomes and not just give advice?** Determine whether the learning services provider has a track record of realizing measurable outcomes and developing longer-term relationships with their clients. Also, a provider with the expertise to collaborate with HR and business unit executives and stakeholders in addition to other learning professionals is essential.

4. **Does this firm provide an easy to work with and flexible client experience?** Consider the flexibility of the services provider in terms of tailoring their processes to align with those of your organization. Again, their longer-term partnerships with organizations similar to yours may be a good indicator of their agility and client focus.

AllenComm as the Answer

AllenComm brings over 40 years of experience to bear against the challenges of training the modern workforce. Their decades of experience and deep expertise in the domain continues to deliver results for clients across industries. AllenComm stays true to their core expertise while continuing to develop new capabilities to serve their clients even more effectively.

At the heart of AllenComm's offering is their commitment to being your true Learning and Development (L&D) strategic partner. Their holistic approach to delivering real ROI and impact sets them apart. AllenComm is able to come alongside L&D teams and deliver custom training design and delivery, technology implementation and integration, learning strategy development and staffing solutions.

Their strategic practice is the foundation of their expertise. AllenComm works with you to understand the business need and where the gap in skill and knowledge may be through their proprietary comprehensive needs analysis process. They will then build a truly custom learning solution that will drive performance to success.

The Learning Technology and Integration practice helps partner companies make the most of their technology investments by ensuring adoption, utilization and integration are happening at maximum effectiveness. Across the spectrum of integration needs — including advanced analytics and learning tech stack analysis and strategy, AllenComm is uniquely positioned to help. They also bring web service solutions to the table to help your learning tech stack work that much more efficiently by providing API's for functionality such as learning cohorts, leaderboards, data and analytics and an LMS solution that works with your existing technologies. All of these are only offered in service to the larger strategy. AllenComm is a services company with technology, not the other way around.

Recently, AllenComm Smart L&D Staffing has added strategic staffing services and performance advisory services to their offering, and they continue to focus on growing these newer service lines. By supplementing your L&D staff with the right skill set at the right time, AllenComm can

help you maximize your L&D team's capacity in keeping up with the needs of the organization. From instructors to designers to operations support, AllenComm has access to a wide variety of proven and skilled talent. There hybrid staffing model that mixes internal AllenComm team members with highly skilled and fully vetted freelance talent helps them respond quickly to the most challenging project needs.

AllenComm's performance consultants come alongside to understand what your goals are and to help you analyze the barriers to high performance. They will then work with you to craft strategies and design solutions that ensure training achieves those goals. They are also well equipped to support learning measurement and analytics, which flow organically from the performance mapping process.

AllenComm is primarily focused on their strategy and design consultation services. They are applying that same discipline and rigor to the design and development of their services around the integration of AI solutions. It is an area that they are admittedly moving intentionally toward. What sets them apart in this effort is their commitment to quality over speed. When they release an AI solution, you can be sure it will be highly effective.

AllenComm are true training experts. They can readily join forces with you to solve complex learning and performance problems through the design and implementation of highly effective training programs and support the integration and utilization of your learning technology ecosystem. They remain committed and uniquely positioned to deliver on their promise to drive learning effectiveness at the point of need for the business with a human-centric approach. If you are looking for a partner to help you drive success through your learning programs, AllenComm is a solid choice worth evaluating.

- Matt Pittman, Principal HCM Analyst, Brandon Hall Group™

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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.

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

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

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
Three 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 of experience in evaluating and selecting the best solution providers for leading organizations around the world.