Solution Provider Profile

AllenComm

December 2024

Company At-a-Glance	
Name of Product/Offered	Performance consulting, performance mapping, needs analysis, learning content design and curation, enterprise learning portal, content authoring tool (DesignLab), and performance support (Siteline)
Headquarters	Salt Lake City, UT
Year Founded	1981
Number of Employees	130
Revenue	$19 million
Geographic Coverage	Global
Industries	Banking, Finance, Insurance, Healthcare, Travel, Food and Beverage, and Nonprofits
Geographic Coverage	North America
Top Customers	Delta, PNC Bank, Becton Dickson
Total Users	3 million+
Website	www.allencomm.com

AllenComm Overview and Value Proposition

AllenComm is a leading custom training solutions provider – and with good reason. They partner with the world's leading brands to create award-winning, impactful learning solutions that excite, engage, and educate. AllenComm brings the world of scalable digital learning to our clients to help them realize the potential of their L&D efforts.

AllenComm's combination of deep instructional design experience and agency-level creative teams, as well as our innovative learning technologies coupled with a leading-edge design and development system, enables us to meet our clients' and their learners' needs and objectives. AllenComm works with companies to create transformational learning solutions that meet business objectives to enable companies to become sharper, smarter and better.

Performance Consulting

The approach to building training for clients starts with an analysis of their current business conditions and leads to a performance mapping process to make sure the design precisely matches business objectives and fits the learners' needs.

Instructional Design

From there, the AllenComm team of instructional designers, graphic designers, writers, videographers, motion designers and programmers builds a solution in iterative steps to make sure throughout the process that the result is on target.

Learning Technologies

The company's learning content platform, DesignLab, allows it to develop solutions quickly with the knowledge implemented throughout the design phase. The output is fully responsive HTML5 content that works in any platform and is kept up to date with HTML5 standards.

Screenshots
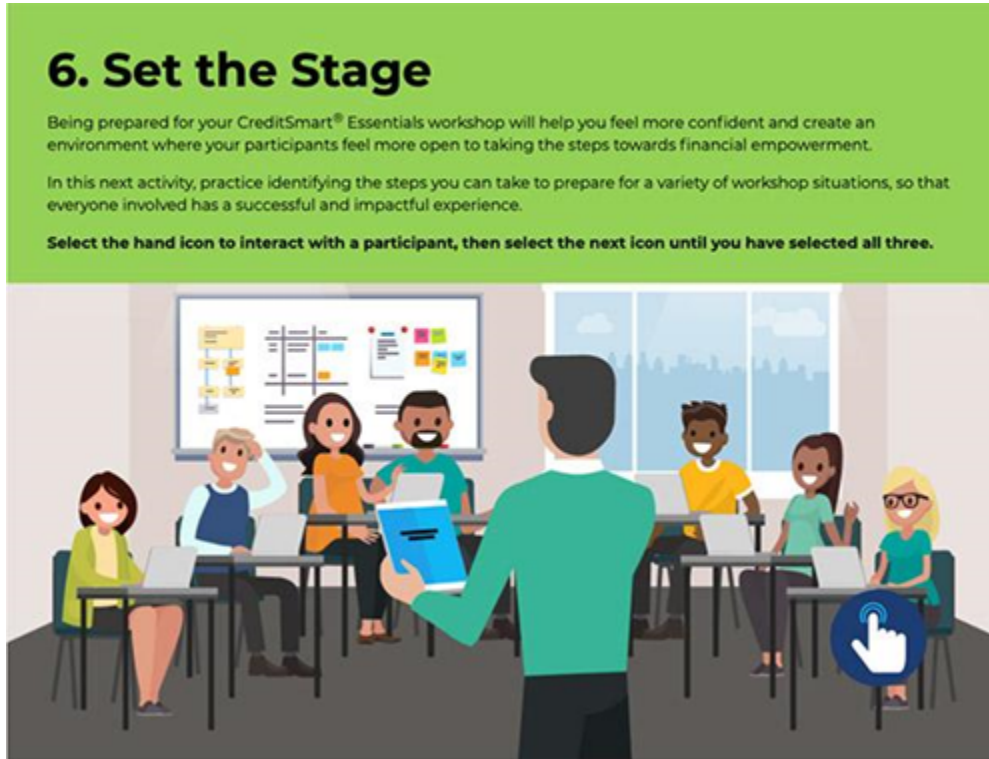
Figure 1: Freddie Mac — CreditSmart® Essentials

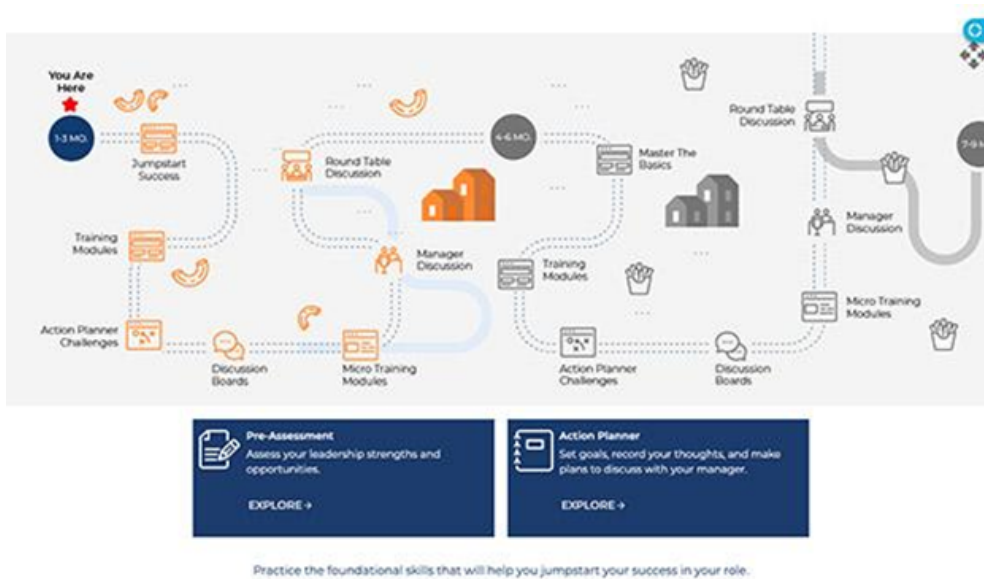## Figure 2: Kraft Heinz Leadership Development Training

Figure 3: NFPA - 1700 Guide to Structural Firefighting

Figure 4: 360° Video Learning

Analysis by Brandon Hall Group™

Situational Analysis

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 and development practices:

- **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 catching up to the new standard of learning required. Relying on traditional content development processes and tools and heavy dependence on delivering learning through ILT and eLearning has made learning ineffective and inefficient. Learning functions, for the most part, are not adequately equipped nor resourced to evolve to the next level needed to satisfy the modern learner and support key business objectives.

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:

- Can this be done in time to catch up with the needs of the business?
- What does the new learning function need to look and behave like to be effective and efficient?

AllenComm as the Answer

In a technology market where organizations often must choose multiple platforms to create their ideal learning environment, AllenComm is among the few providers that offer an end-to-end solution. From consulting through creation and delivery, AllenComm provides the means to provide an engaging, impactful learning experience for organizations of just about any size or industry. This is critical at a time when 63% of organizations, according to Brandon Hall Group™ research, place a high priority on improving the learner experience and 59% say deploying strategies to prove employees can apply learned skills on the job is a high priority.

By helping organizations with the creation of learning focused on outcomes, AllenComm helps with the heavy lifting of creating engaging, impactful learning experiences. AllenComm's expertise also informs how to build them and how to ensure their impact can be measured.

AllenComm's sweet spot is definitely in content creation, where it works closely with organizations to understand their needs, their learners and their goals. The content they create can be delivered anywhere, whether to an LMS, a website, an Intranet, mobile devices and more. This ensures learners are getting the experience that makes the most sense for them. They also have different learning portal options that companies can use to deliver their training. There is a highly customizable portal that allows companies to create just the right environment. For larger organizations, there is an enterprise model that focuses less on customization and more on configurability, which helps deliver a great experience at scale. There is also a small-footprint version that delivers the essentials like hosting, delivery and reporting.

What stands out for AllenComm is the overall flexibility of the solutions. Companies can rely on them as a one-stop shop for everything learning or simply rely on their expertise to create learning experiences. AllenComm's DesignLab even allows custom content clients to help in the creation and continued maintenance of their content. The range of industry-specific solutions and focus on key topics such as compliance, sales enablement and leadership development mean that AllenComm is ready to help companies meet any learning challenges they may have.

Strategic Advantages:

- **End-to-End Learning Solutions:** AllenComm offers a comprehensive suite of services, from consulting and design to technology implementation and talent support, addressing the full spectrum of organizational learning needs.
- **Customization and Flexibility:** They recognize that one-size-fits-all solutions rarely suffice, providing tailored learning experiences that align with unique organizational needs and objectives.
- **Expertise in Learning Technologies:** Leverages a wide array of technologies, including eLearning, instructor-led training, gamification, microlearning, and virtual reality, to create engaging and effective learning experiences.
- **Focus on Performance Improvement:** Designs learning solutions that drive measurable business outcomes, ensuring that training initiatives contribute to organizational success.
- **Strong Industry Experience:** Boasts a proven track record of working with Fortune 500 and Fortune 1000 companies across diverse industries, demonstrating their ability to meet the needs of complex organizations.

Differentiators:

- **Deep Understanding of Learning Science:** Applies research-based learning principles to create impactful learning experiences that foster knowledge retention and behavior change.
- **Emphasis on Brand and Culture Integration:** Ensures that learning solutions align with and reinforce an organization's brand and culture, creating a cohesive learning experience.
- **Strategic Consulting Services:** Provides guidance on learning strategy, technology selection, and organizational change management to help clients achieve their learning goals.
- **Talent Services:** Offers staffing, outsourcing, and placement services for learning and development roles, helping organizations build and sustain their internal capabilities.
- **Commitment to Innovation:** Continuously explores and adopts emerging technologies to create innovative learning experiences that meet the evolving needs of learners.

Contribution Team:
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About Brandon Hall Group™

With more than 10,000 clients globally and more than 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
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SOME WAYS WE CAN HELP

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