Brainier Delivers AI-Powered Video Coaching to Enhance Learner Feedback

Brainier

Best Advance in Unique Learning Technology

April 2025

Company Background

Brainier™
LEARNING BY ClearCo.

Headquarters	Minneapolis, MN
Year Founded	1995
Employees	35
Global Scale (Regions that you operate in or provide services to)	Corporate office is in the USA with customers in North America, South America, Europe, Asia, and Africa.
Customers/Output, etc. (Key customers and services offered)	Brainier serves clients of all sizes in most industries. A confidential selection of representative customers includes JCPenney, Re/Max Results, The Davey Tree Company, J.D. Power & Associates, Jacuzzi, Houston Astros, and The Cleveland Browns.
Industry	SaaS
Website	https://www.brainier.com

Value Proposition

The Brainier LMS is an enterprise learning management system that customers find versatile, intuitive, and customizable. Brainier's innovative learning solution provides the framework for organizations to develop both their individual learners' competencies and "soft skills", as well as cultivate leaders and engage with team members. Designed with coaching and personal development in mind, these AI-powered modules add an additional layer of engagement and feedback to the already exceptional Brainier toolkit.

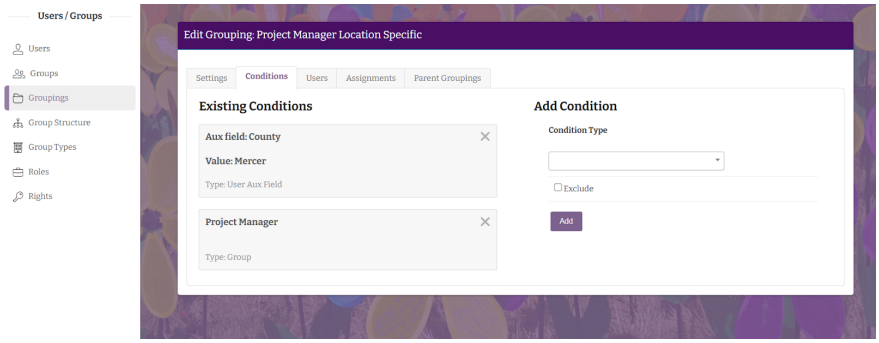
The strength of the solution lies in the ability to create highly customized and personalized eLearning experiences, at scale. The Brainier LMS was designed to be extremely flexible by working seamlessly with an ever-growing list of work science technology partners. Organizations of any size or industry can store their necessary data, create the learning experience they desire, and distribute relevant content with minimal administrative work required.

A screenshot of the All-Learning Tab containing an easy way to browse learning objects.

The database design of The Brainier LMS is an integral part of the functionality, as it exists on a **multi-tenant framework and design.** Brainier software developers predicted that org charts would continue to grow in complexity, with traditional silos being replaced by complicated spiderwebs of teamwork. Therefore, they engineered the product to accommodate the

complication of org charts to ones that extend beyond the 4 walls of the organization. This easily allows for different user groups (e.g., employees, customers, partners, members, volunteers, dealers, and others) to access the LMS and have a personalized experience that could include: curated content libraries, suggested learning content based on behaviors, a branded experience with a unique look and feel, specific group pricing for eCommerce content, and more. This gives Brainier customers further reach and a **scalable solution** as they grow.

Groups & Groupings



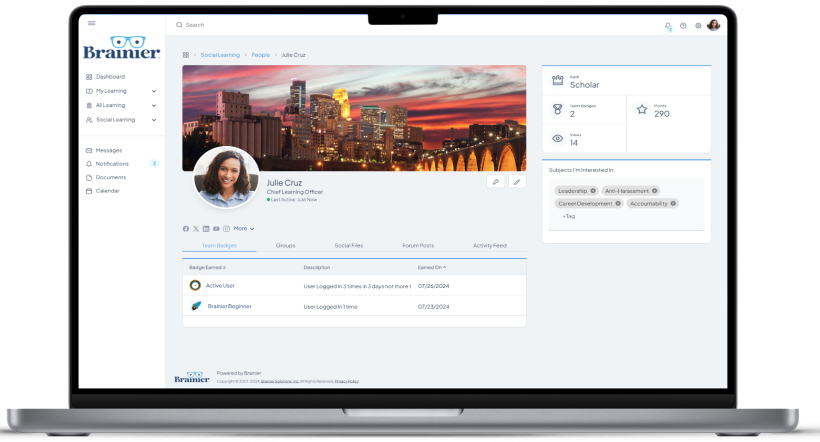
Customizable grouping example for specific auto-assignment/ onboarding scenarios.

Brainier customers can create and customize their group structure to match their learning needs with individual members belonging to multiple groups. The Brainier LMS is certified to accept **100,000 unique groups** under a single instance of the site, and likely beyond that level - *although the need has not yet been found*. The Brainier LMS can unite users through **Groupings**, an efficient way to set very specific conditions to unite all members into a particular instance. Examples of data usable as grouping conditions could be common job titles, certification levels, geo-locations, etc. This allows customers to segment (and therefore automate) their data in several unique, personalized ways using existing data and user auxiliary fields to better define audiences around assignments or data analysis. Administrators have access to an export option on the conditions tab when editing a Grouping. This can be quite helpful in reporting functions.

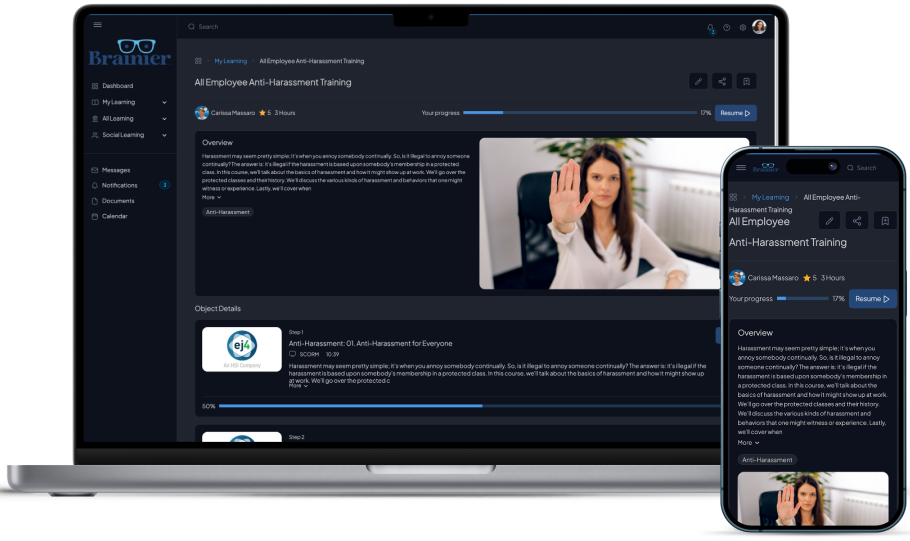
All New Front End User Interface Refresh

Brainier rolled out a brand-new user interface this year for all customers on both release schedules. All Brainier LMS customers have a more streamlined, modern design with key pages optimized for learners to quickly and intuitively navigate through. Specific page elements garnered additional focus to provide an intuitive direction for learners to immediately identify the next steps required to

complete their training. Items like the “Your Progress” bar and navigation button at the top of the page prioritize learners to complete their assignment. The updated learner profile page provides quick access to key details about a learner such as their rank, badges, points earned, and subjects they are interested in, as well as their social links to connect learners.



The learner profile page in the new UI.

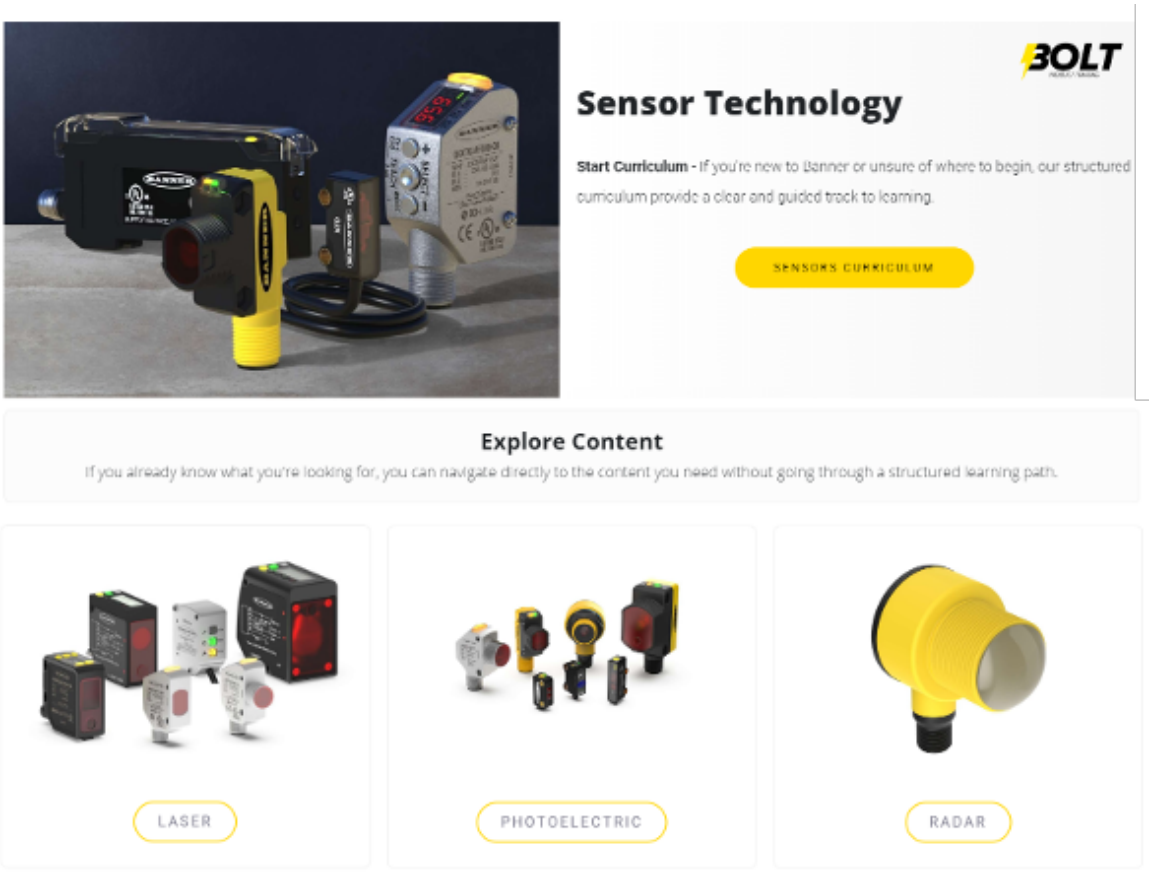


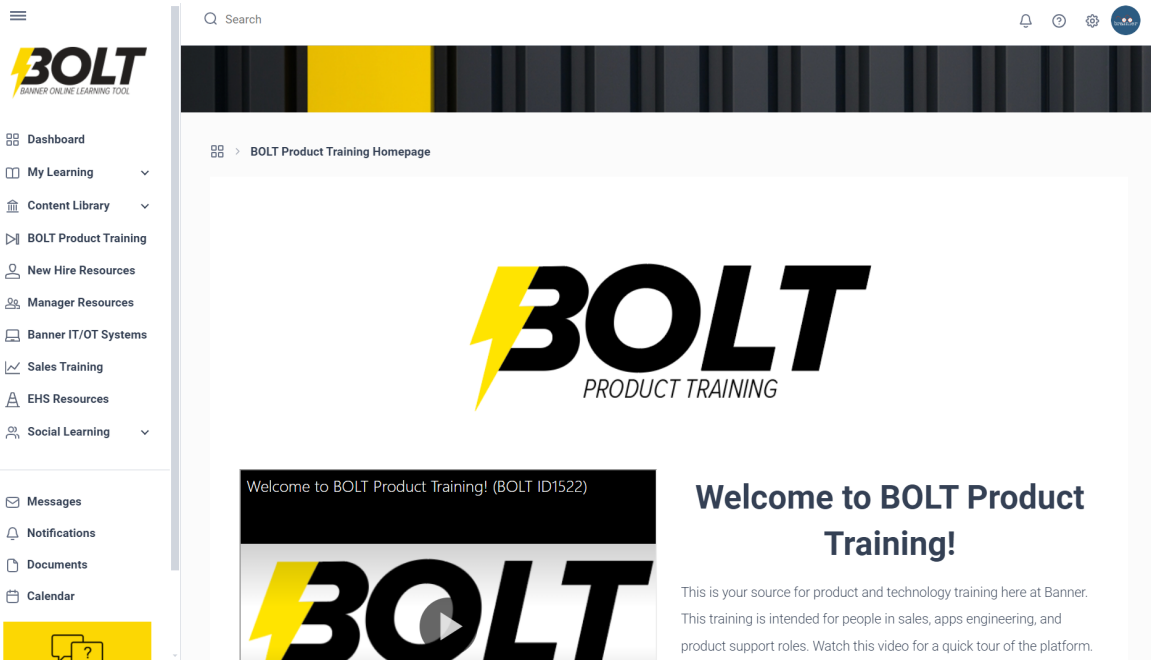
The “dark mode” option, now available in The Brainier LMS.

The UI update affected positive change from an infrastructure perspective. The updates were made in the Angular platform that created a more efficient use of the LMS site. This update also made other specific performance updates possible. For learners with visual experience preferences, The Brainier LMS is now available in a "**Dark Mode**" option. There is also a new default font for use in building page themes. Managers can now swiftly personalize the learning environment by cloning LMS themes for a more efficient administrative experience.

Customizable Gadgets & HTML Pages

An example of custom HTML pages in use for Product Training


Sensor Technology
Start Curriculum - If you're new to Banner or unsure of where to begin, our structured curriculum provide a clear and guided track to learning.
SENSORS CURRICULUM
Explore Content
If you already know what you're looking for, you can navigate directly to the content you need without going through a structured learning path.
LASER
PHOTOELECTRIC
RADAR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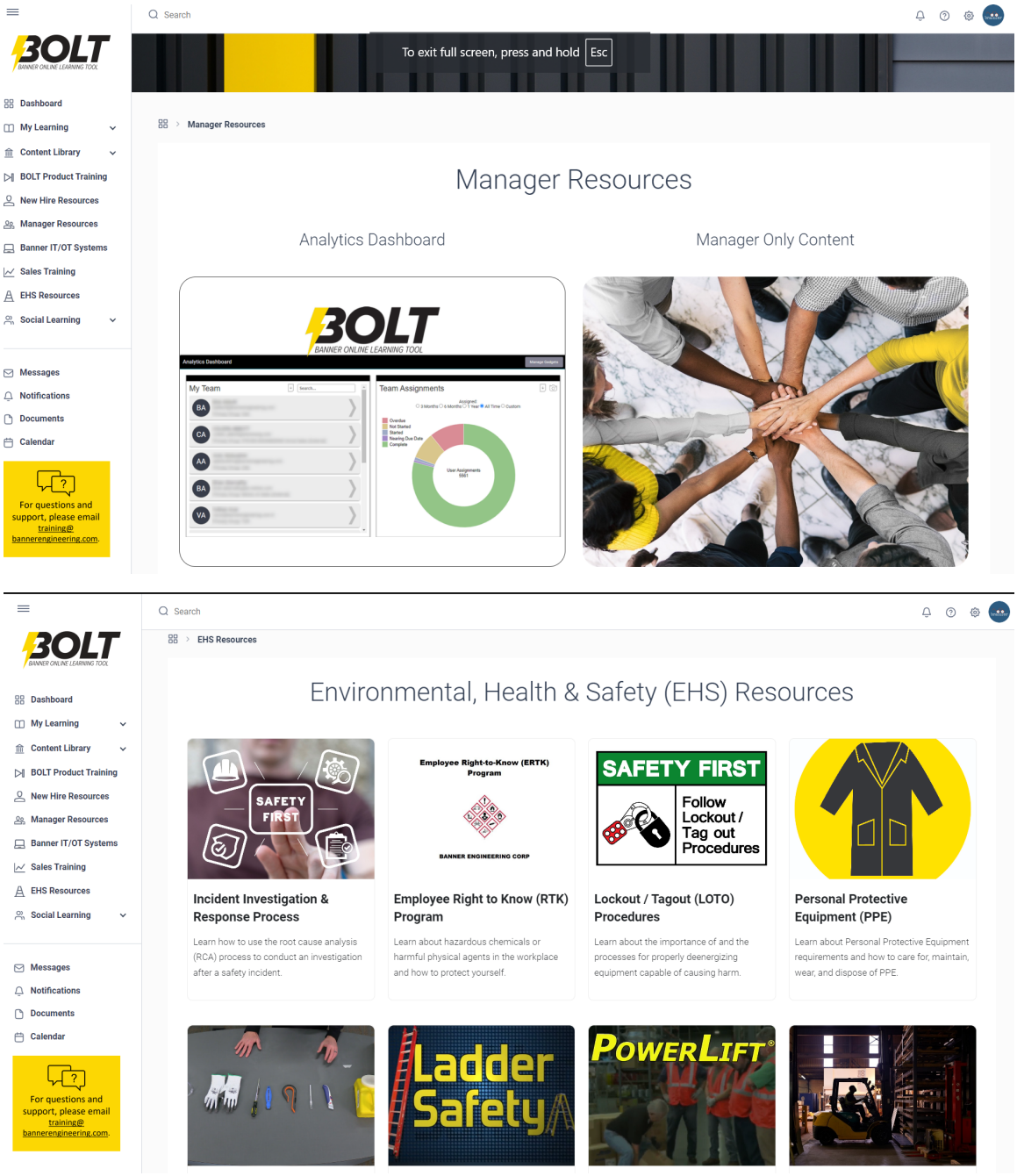
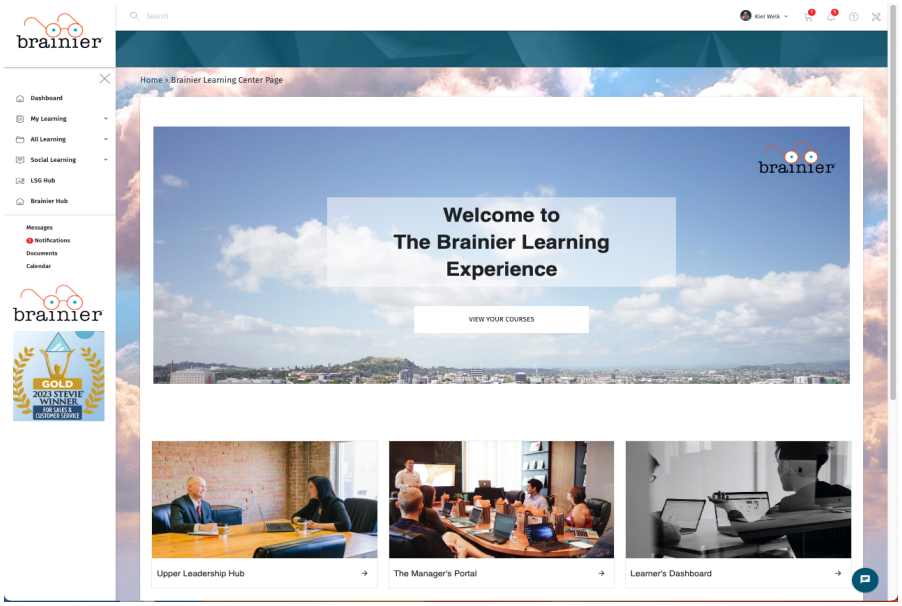
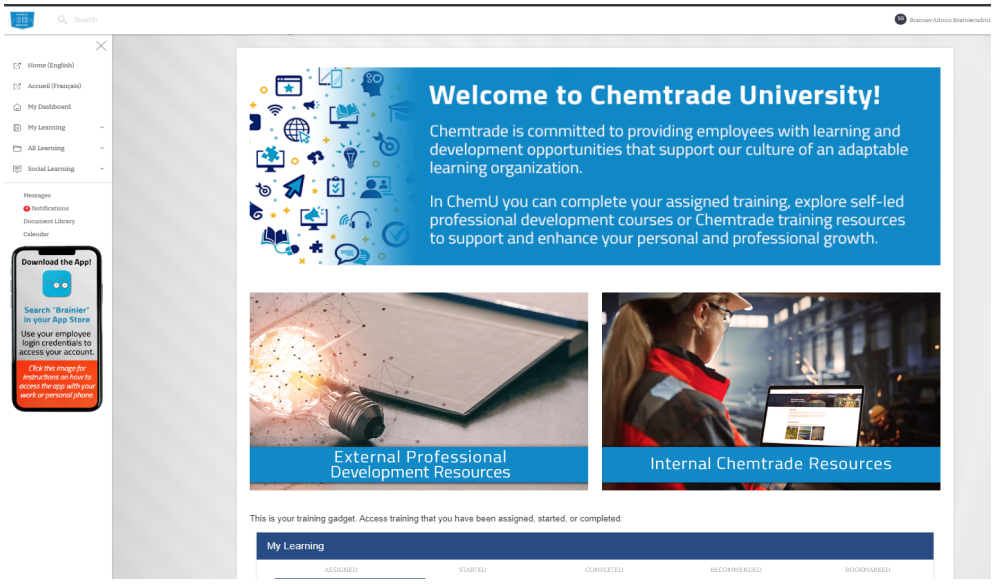
Content Library
BOLT Product Training
New Hire Resources
Manager Resources
Banner IT/OT Systems
Sales Training
EHS Resources
Social Learning
Messages
Notifications
Documents
Calendar
BOLT Product Training Homepage
PRODUCT TRAINING
Welcome to BOLT Product Training! (BOLT ID1522)
Welcome to BOLT Product Training!
This is your source for product and technology training here at Banner. This training is intended for people in sales, apps engineering, and product support roles. Watch this video for a quick tour of the platform.



*Brainier customer, **Banner Engineering**, customizes their user dashboard to deliver product training using product-specific custom pages built directly in the Brainier System.*



An example of how Brainier uses its own product to easily navigate to important resources.

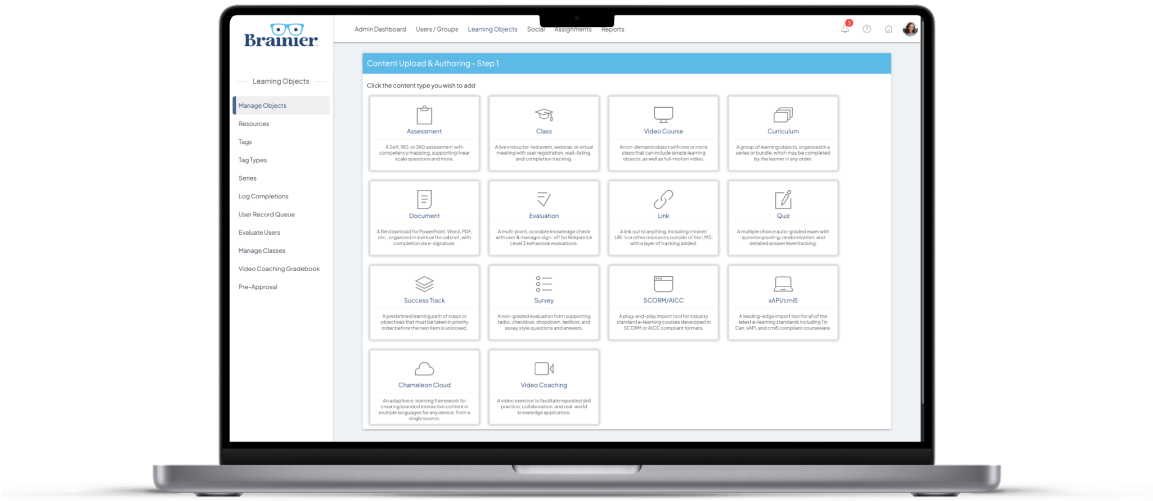


An example of how Chemtrade uses custom pages to serve both external audiences and internal employee audiences.

Brainier customers at every level can easily create **personalized learning experiences** with a growing list of built-in tools. In addition to customizable branding options for each group, the individual user can tailor their learning experience by selecting and arranging their preferred gadgets on the individual learner dashboard. Learners are empowered to tailor the experience by the amount of details and data that they prefer so as to be informed but not overwhelmed. Administrators can customize the menus to simplify or add quick links to popular content, even changing specific words and phrases to match

company terminology. Brainier customers can easily create **HTML-based landing pages** to highlight specific pages and direct traffic. There is a built-in, "WYSIWYG" HTML template builder, as well as a pathway to incorporate existing coded pages. Learners can also be incentivized to engage through multiple gamification elements built-in to the system including ranks, badges, and points systems. Through social media style cues, there are several **Collaborative learning** tools that are included off-the-shelf in The Brainier LMS.

Built-In Content Authoring Tool



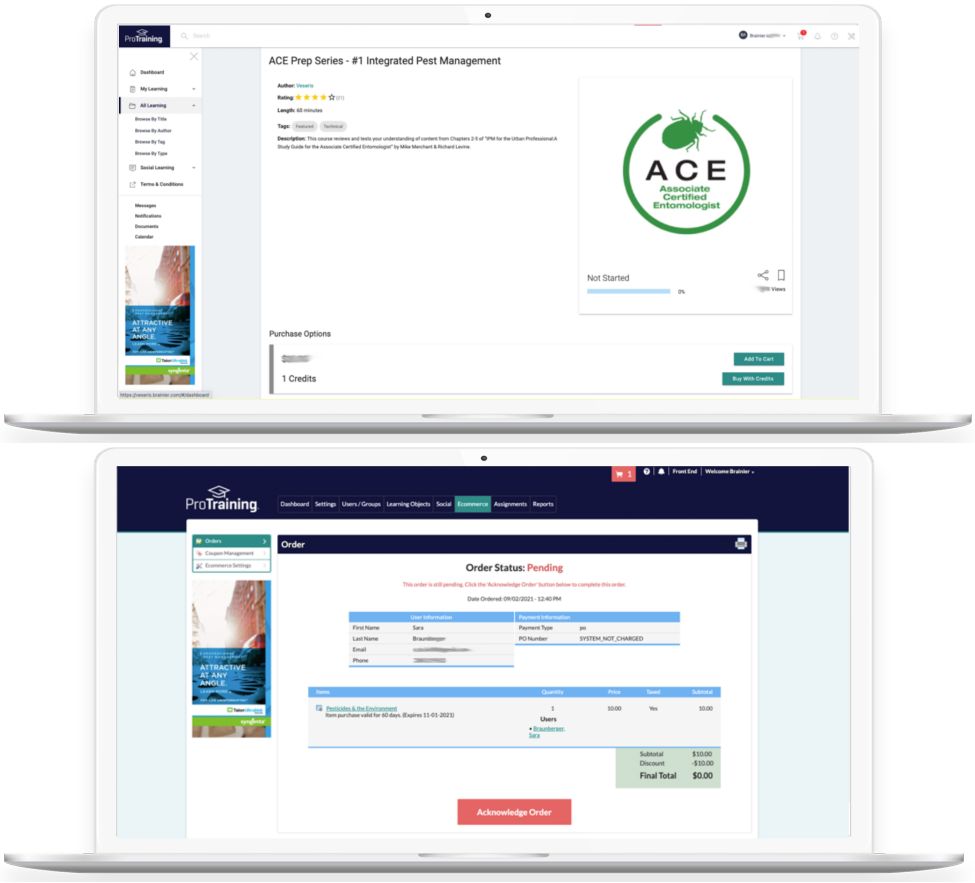
The Object Creation page in the administration area of The Brainier LMS.

The Brainier LMS features a **built-in content authoring tool** capable of incorporating a wide array of learning object types including courses, videos, links to external content, documents, instructor-led training events, evaluation objects, assessments, SCORM, xAPI, and others. In addition to the included authoring tool, Brainier offers Chameleon Cloud, a proprietary learning content authoring tool through the partner company, BI-Worldwide. This powerful authoring tool offers a wealth of off-the-shelf content templates to easily create courses as well as manage multiple versions of the content to accommodate multiple languages, imagery, branding, etc, with ease.

Configurability

Veseris is a Brainier customer specializing in pest control that utilizes the eCommerce tools within the LMS to sell and distribute learning content and create a revenue stream. Using their instance of the LMS, Veseris sells learning content on their products directly to customers where they can browse, add items to their cart, and pay with a credit card, PO number, and even credits. This has enabled

new revenue streams for Veseris, and more importantly for them, a **differentiator from their competition**.



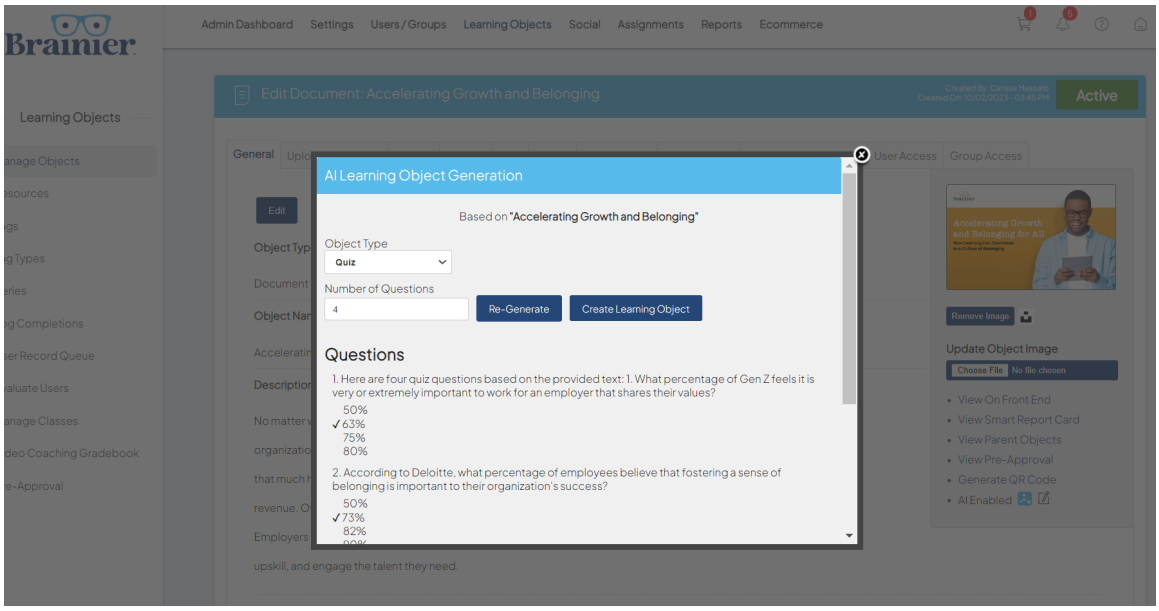
Veseris using the eCommerce functionality in The Brainier LMS.

In addition, Veseris uses Brainier's REST API to pull data directly from their LMS database to display information on their public-facing website (PestWeb ProTraining https://pestweb.com/protraining), allowing their customers to browse content titles and descriptions. Industry professionals can join their website by registering for a membership, which provides them with direct access to Brainier for review of a tailored learning resource library.

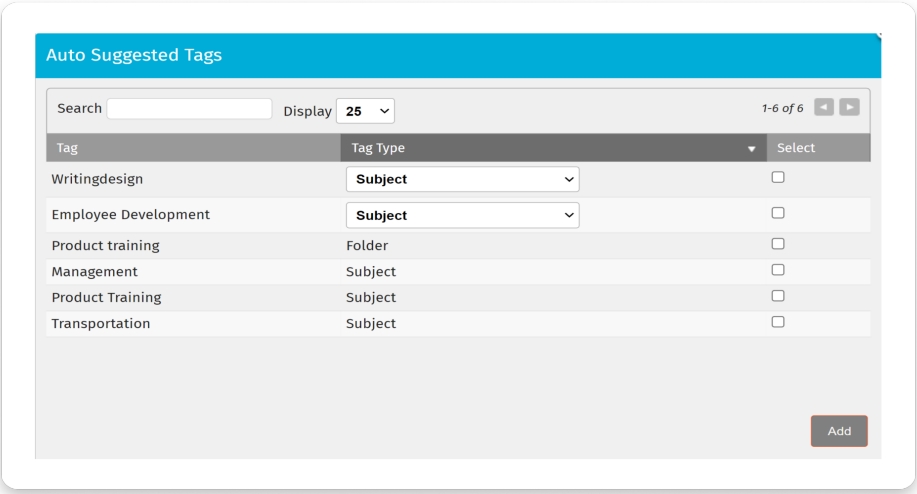
Veseris uses the Brainier REST API for their public-facing website.

Generative AI Features

Brainier has continued to integrate generative AI technology into the LMS this year. The focus of the built-in tools is to streamline the content creation process for administrators. One example is the auto-generation of object descriptions, keywords, and even image thumbnails for objects. This tool functions by allowing Gen-AI to read the source document for the learning object and suggest text to better complete the object creation process. Additionally, administrators can quickly create tests and quizzes from a source text. Generative AI will scan the text and create a desired amount of questions to add an assessment feature to the learning object. Another convenient step in the creation process is the preview feature that automatically delivers an image preview of the quiz or survey questions while in an editing mode. The list of compatible documents the system can use is long and includes word documents, spreadsheets, pdf, PowerPoint, videos, audio files, and more.



An example of the AI Learning Quiz generation functionality in The Brainier LMS.

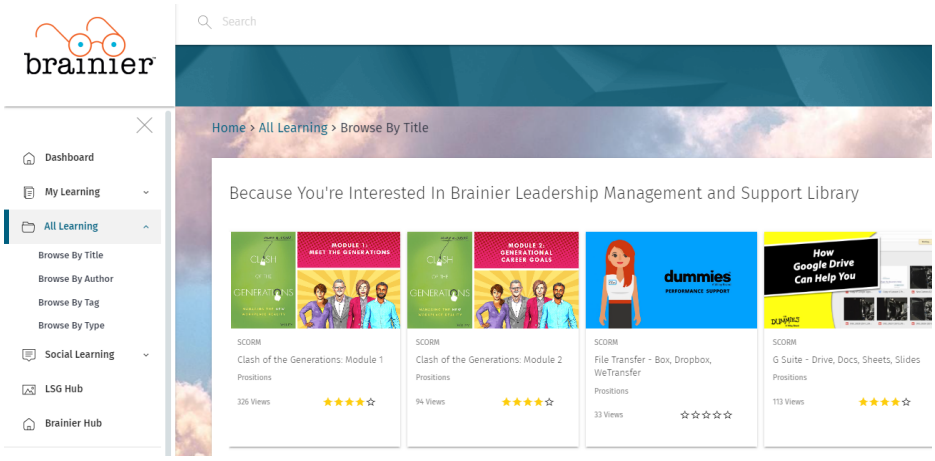


An example of the Auto-Tagging functionality in The Brainier LMS.

Brainier users can efficiently organize content in their LMS instance using AI with the Auto-Tagging feature for learning objects. Tags can be added to any type of learning object to associate with specific topics, subjects, authors, and/or competencies. Brainier allows managers to create their own tags and can have an unlimited number of tags. The auto-tagging feature allows for predictive classification of content and offers a much-appreciated degree of automation to the process.

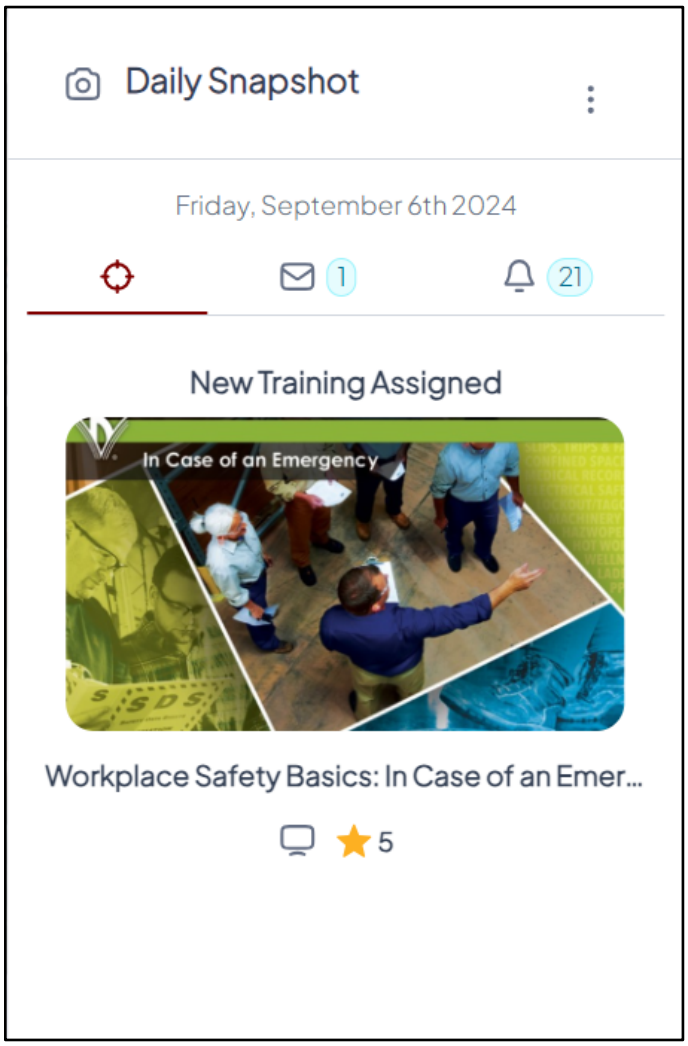
Content Recommendations

Learners can have a more personalized learning experience through automated content recommendations based on their individual competencies and goals. Learners can bookmark learning objects as they browse to create a queue of content. The Brainier LMS can recommend relevant and related learning content based on tags and actions within the LMS to seamlessly bridge knowledge gaps and propel their learning journey. These recommendations ensure a guided and impactful learning path for the individual learner.



An example of recommended learning by interest in The Brainier LMS.

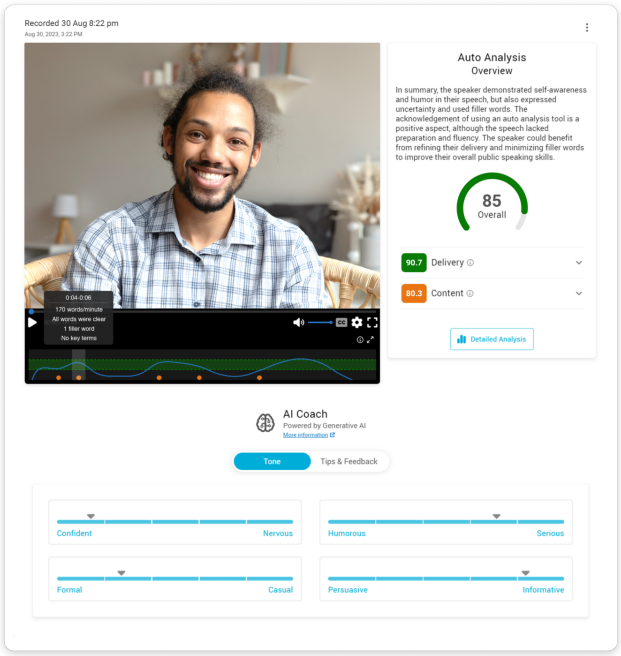
Prioritizations through AI

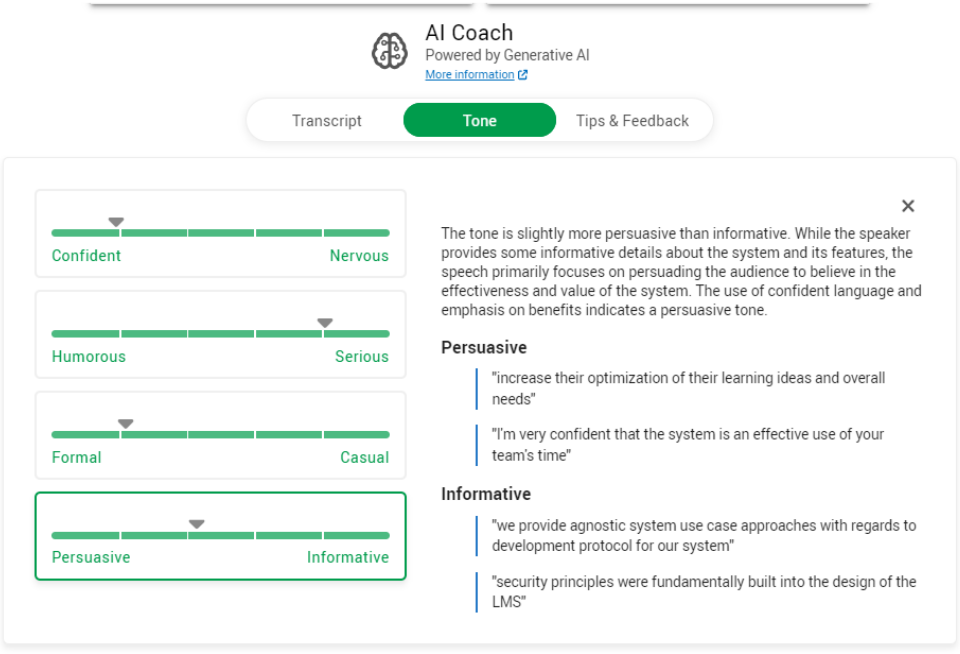


An example of the Daily Snapshot gadget.

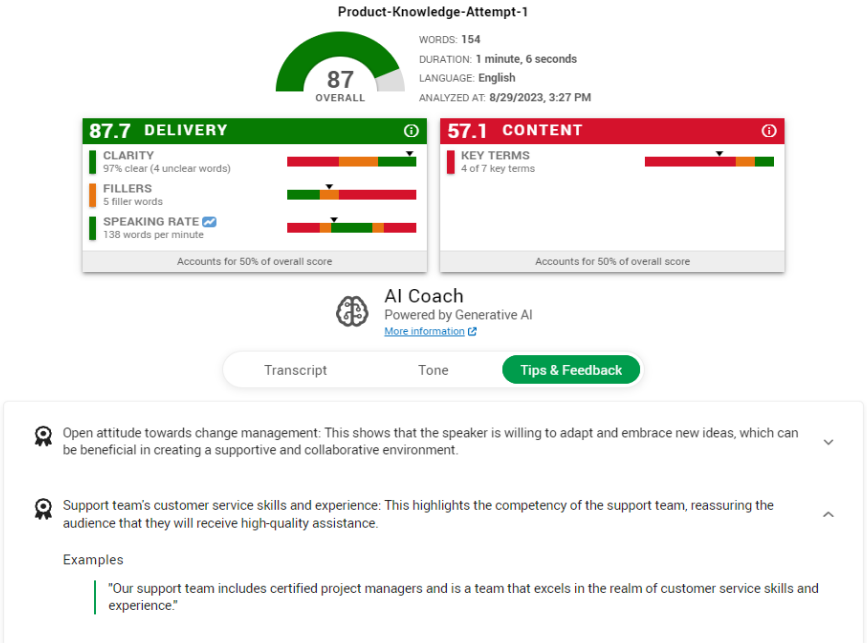
Learners can see a prioritized list of actions in the LMS, curated by AI through the Daily Snapshot. It automates visibility to required tasks and suggested objects based on numerous factors. Learners can add this gadget to their dashboard to receive personalized suggestions & easily swipe or tap through a card deck-style series to help them prioritize their time spent in training. The automated algorithm takes into account details like assignments due dates, completion status, upcoming events, most recent message previews, and more.

Video Coaching using GenAI





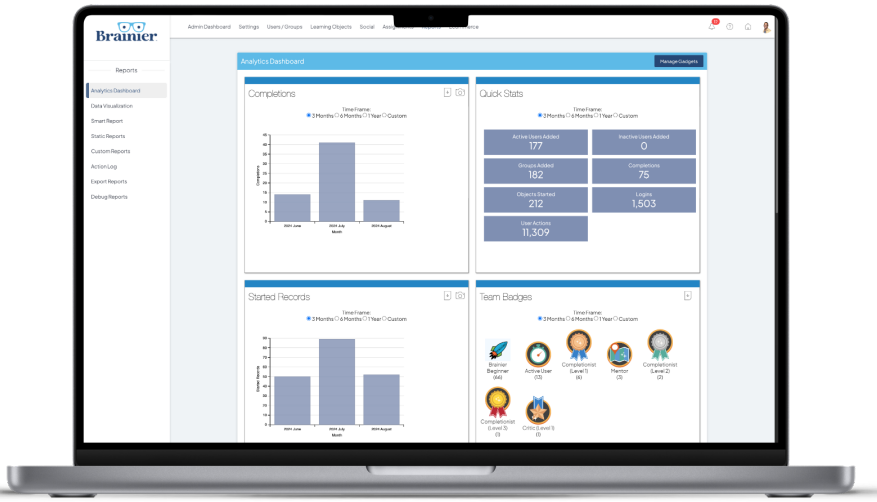
An example of AI generated tone range values including specific examples from learner's video submission



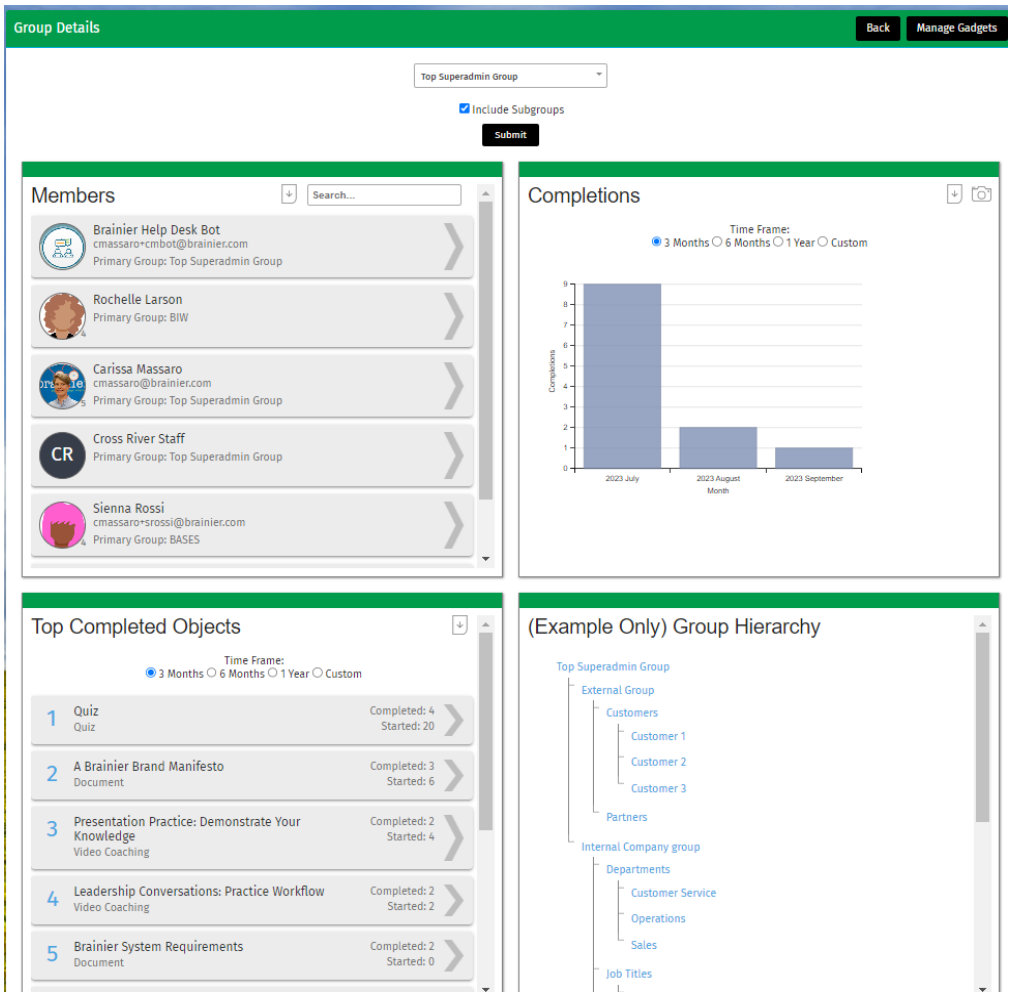
An example of an auto analysis score and AI Coach Tips & Feedback in The Brainier LMS. Visible to both learners and administrators

The embedded video coaching feature in The Brainier LMS took a big step this year by incorporating **OpenAI GPT-3.5** to the feedback options. This feature, called "AI Coach" now coupled with the powerful Auto Analysis engine (powered by Amazon Transcribe), offers real-time feedback for users as they conduct scheduled and structured practice. Learners receive AI-generated feedback on their speech content and delivery. Results can include both positive feedback on areas that the learner excelled in, as well as potential areas for improvement. AI Coach can listen for keywords in the content of the speech, as well as offer tonal analysis such as confident vs. nervous and humorous vs. serious. Brainier chose an efficient way to integrate this tool into our existing learning object suite. This allows admins to leverage their knowledge of the object creation process. Their familiarity with the system also helps in assigning their own tailored virtual coaching lessons to relevant individuals and/or groups.

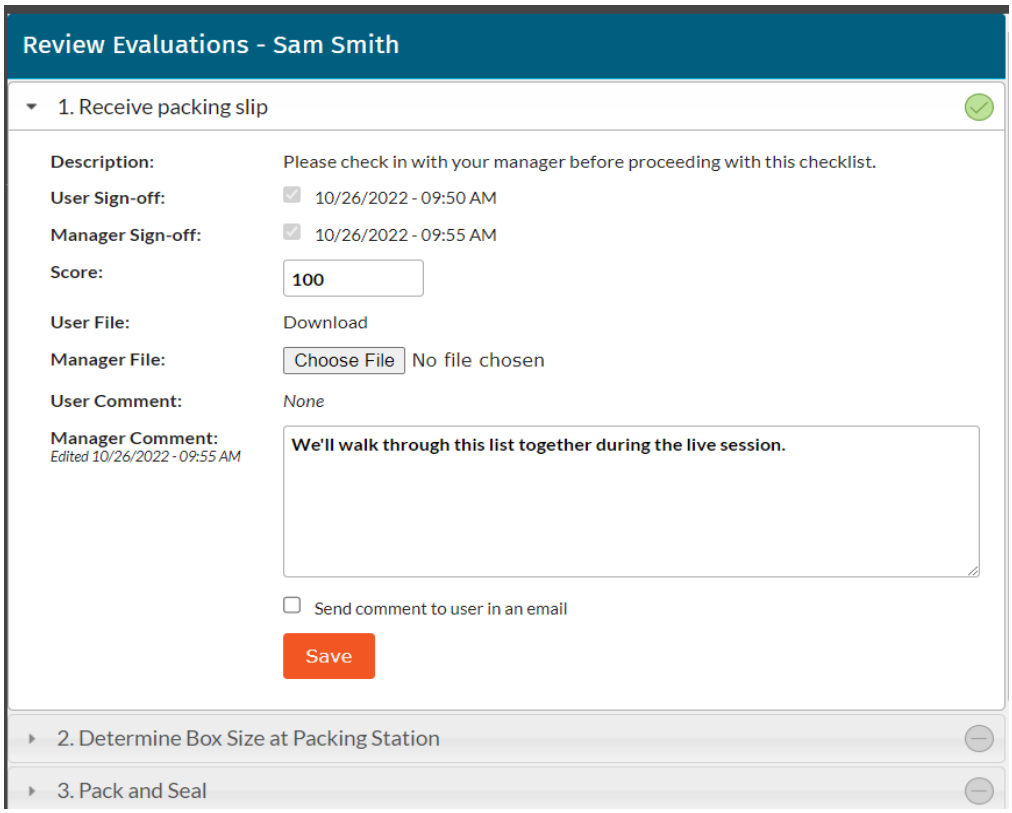
Learning Analytics



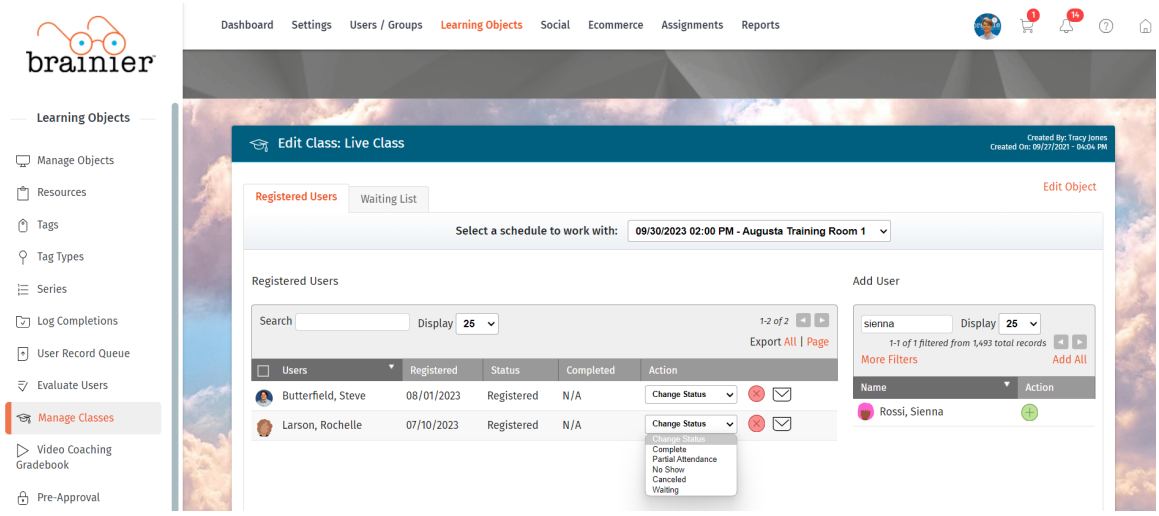
The Brainier LMS includes a **real-time learning analytics suite** offering oversight to help leaders track training and measure the results of their L&D initiatives. An extremely useful and widely used feature is the at-a-glance **data visualization component** with one-click drill-down functionality. All reports show up-to-the-minute data that can be translated to traditional spreadsheets for easy distribution or further data analysis. Reports can be automated with delivery pathways that include email inboxes or export to an sFTP site.



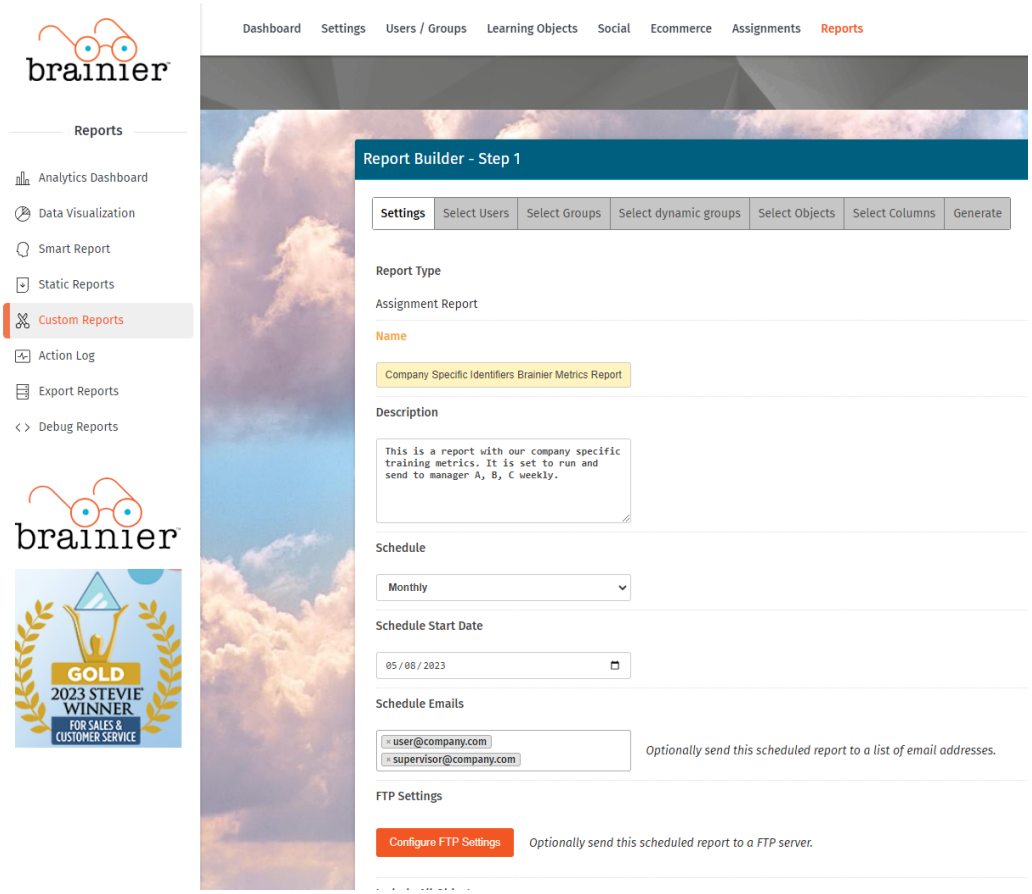
Administrators, Instructors, Managers, and custom roles can be given access to some or all of these powerful tools, empowering leaders throughout the organization to **access critical learning data on their groups**. Reports are personalized for the individual running the report. For example, a manager of 15 people will only have access to the information pertaining to their team, whereas a “SuperAdmin” will be able to access data for all learners. Brainier’s reporting suite also offers data on gamification tools like badges, ranks, and user leaderboards. The **interactive group completion graphic** allows administrators to see a bar chart of groups comparing their respective completion percentages for an assigned training.



Example of an interactive manager's evaluation panel.

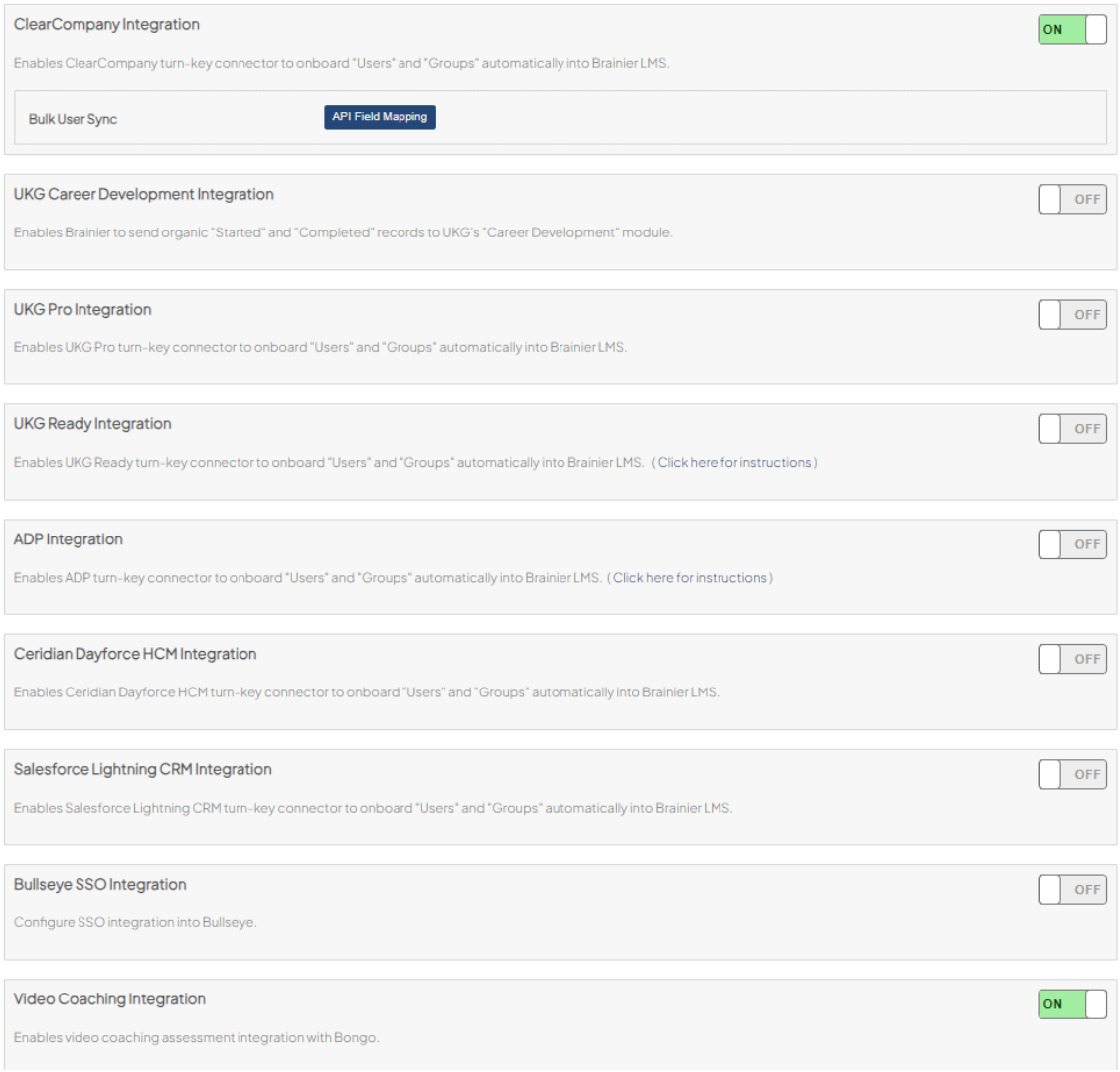


Example of a class instructors (custom role) dedicated manage classes panel for those empowered to manage class attendance records



Example of a custom report schedule settings page (including ability to send the tailored report file automatically to email inboxes and/or sFTP).

Software Integration Partners



Software integration partners and the control tab to initiate the integration.

Brainier excels in synchronizing data (both inbound and outbound) with an organization's existing tech stack. To accomplish this, Brainier offers a growing list of software integrations to bring additional value to an organization's technology stack.

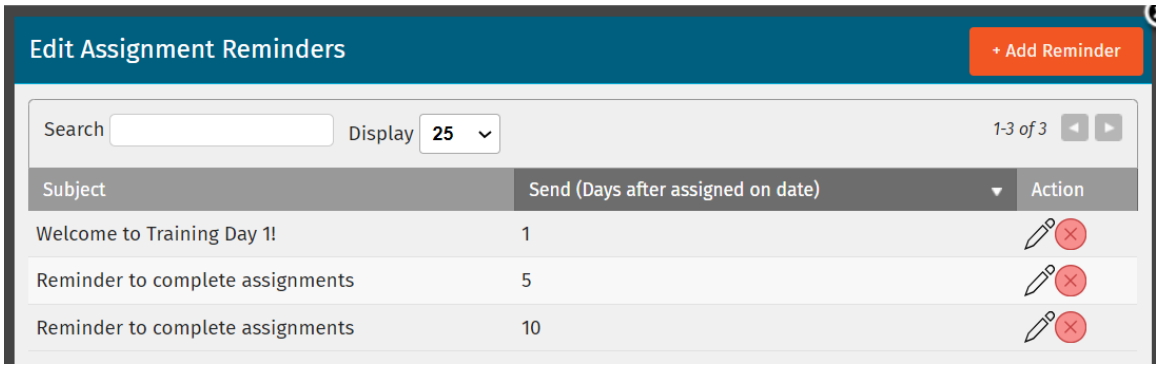
After the announcement of **ClearCompany**'s acquisition of The Brainier LMS, developers from both teams worked quickly to develop a turnkey integration between their products. In August, Brainier rolled out a headless version of The Brainier LMS to appear inside of a ClearCompany application, most notably, the **Performance Management Tool**. This integration allows for an auto-sync to

onboard user and group into the LMS. Using a dynamic group hierarchy based on supervisor structure, this connection mirrors organizational chart data in the LMS. Mutual customers can enjoy single-sign on capability to make for a more seamless experience.

Another HCM product added to the integration list is UKG Ready. **UKG Ready** customers can utilize the auto-sync features to onboard users and groups into the LMS. This dynamic group hierarchy is based on supervisor structure within their organization to which The Brainier LMS will mirror. Alternatively, there is a configurable field mapping wizard to help connect data points.

Brainier also built a connector for **ADP Next Gen HCM** (previously referred to as "Lifion"). Similar to integrations with other ADP products, this connector allows user and group data to auto-sync with ADP Next Gen HCM to better onboard employee data. This connector utilizes the same dynamic group hierarchy to pass through to the LMS and offers a configurable field-mapping wizard to ease data processing. There are also Single Sign-On capabilities from Next Gen HCM to The Brainier LMS. Other turn-key integrations include **ADP WorkForce Now-Next Generation, Slack, Ceridian Dayforce, Salesforce, Bongo Assessments, ADP Vantage, ADP Workforce Now, and Bullseye Engagement**.

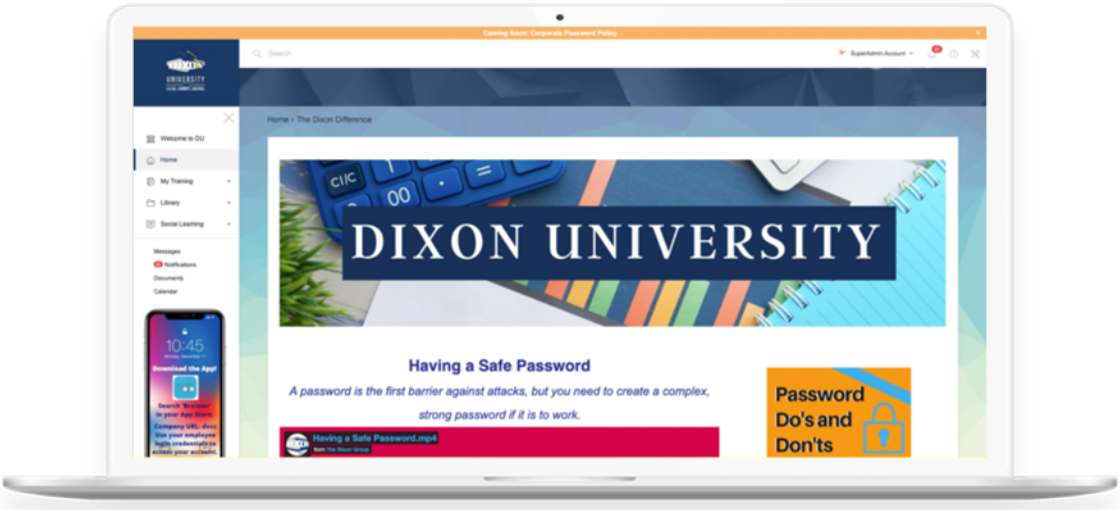
Development of The Brainier LMS is deeply rooted in creating an intuitive and easy-to-use experience for both the learner and the administrator. **Automation** around common learning and development activities is very important to Brainier customers. As such, one of the highest uses of dynamic automations among customers has to do with new learner onboarding. Admins can configure actions in the LMS to automate distribution of **pre-built learning tracks** whenever a new member is added. Learning curricula can be assigned based on specific needs, such as job title, role, location, level of experience, etc. Dynamic due dates generate and display for learners automatically. They will also automatically receive a communication series of applicable required training reminders via mode of choice (email, push, Slack, etc). Learners can even receive an automated completion email with an attached tailored completion certificate.



Example of easy-to-use email scheduling panel for admins with permission to use.

Also, for required training that needs to be reassigned over a specific period, for example, annual compliance training, the assignment & applicable communication trail can be set to automatically renew yearly for each individual and/or group.

Automation around reporting is equally popular among Brainier customers. Recurring reports are very common as administrators and managers at every level can configure custom reports and receive that information via an email or delivered to a sFTP site(s) to use elsewhere. This year, the option to **automatically deliver reports via sFTP** has been a welcomed addition as it allows customer learning data to be pushed to external data sites to better leverage that analytical data.



One Brainier customer, **The Dixon Group**, a manufacturing company based in Maryland, utilizes many of the advanced technological features through their Brainier LMS instance called Dixon University. Most notably, the ability to personalize the learning experience for the individual and the group. With locations

around the world, the globalization of learning delivery that Brainier provides is very important to their processes. In addition, they use The Brainier LMS to conduct the forklift training certification using a multi-step process that includes an observed behavioral change step, called the Behavioral Evaluation object in the LMS. Dixon Group also uses the Assessment tools to conduct annual and semiannual feedback from employees in their Australian branches for performance evaluations and ongoing training effectiveness feedback.

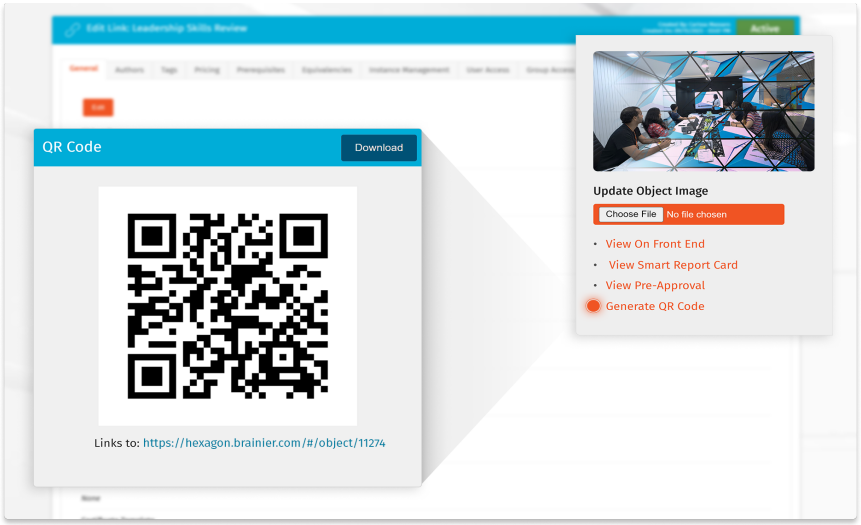
Innovation

An overriding goal of the Brainier development team is to create tools and processes features that allow administrators and end users to intuitively use the software in a meaningful way. To accomplish this, each new line of code is put to a simple test: “Will this make the experience better for our customers”? This year saw an increased focus on making The Brainier LMS more intuitive for the user.

Equivalencies

Learning preferences matter and this year saw the development of ways to account for them more effectively in the LMS. Every Brainier customer can incorporate course equivalencies to automatically give credit to users who complete an object that satisfies certain criteria. This could be as simple as giving equal credit to learners who attend an in-person training session covering a specific topic, as to learners who complete an eLearning course on the same topic. Admins can create equivalencies for any learning object, assign an equal value from one to another, or even multiple objects. Learners can “skip all remaining steps” of a complex object if the equivalencies functionality is enabled. Completing one of these learning objects will fulfill the requirement automatically in the system, giving learning administrators more time back in their day. Additionally, this function is a system label on the object detail page for all skippable courses meaning that it is a customizable label in the system.

Quicker Ways to Access Training



This year, Brainier expanded the capabilities of the **QR Code Generator,** a built-in feature on all learning objects that offers managers, instructors, and admins a way to track attendance using a mobile device. There is a new option for superadmins to generate barcode values for all users and to export them for distribution purposes. Admins can download and share a QR code for real-world applications like physical placement on machinery, objects, or community boards. Scanning the code via a mobile device will bring up the object details on the front end of the LMS so that learners can access the document, sign-up form, eLearning object, video, etc.

Brainier Content Marketplace

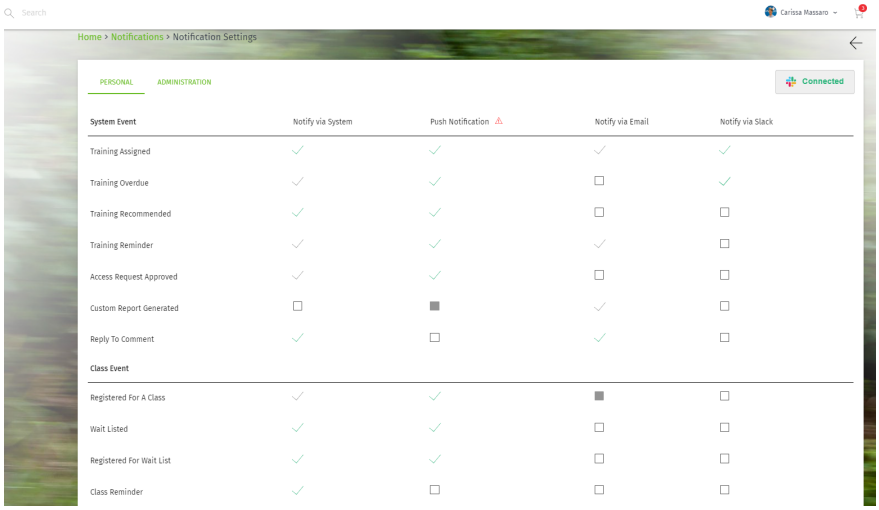
Brainier offers a learning content marketplace to preview and manage learning content from partnered content vendors. This proprietary platform is accessible to both Brainier customers and prospective customers. Upon logging in, users can browse course bundles and individual courses, view course details and descriptions, and preview courses. Users can also build a wishlist of desired content and request a quote for sales based on that shopping cart.

Intelligent Management of Content

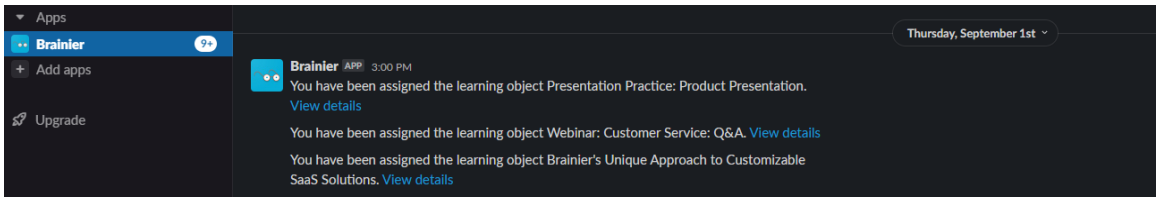
The site began as a central location for Brainier to manage content libraries, ensuring that the most up-to-date learning content is used. When a vendor announces an update to a course or object, the Brainier team uploads the newest version to the marketplace and customers that have purchased that course can download the latest version from there. Administrators can manage their

purchased courseware from this point and synchronize all updated content from the marketplace into their instance of the LMS.

Flexible Learning Notification Subscriptions & Slack Integration

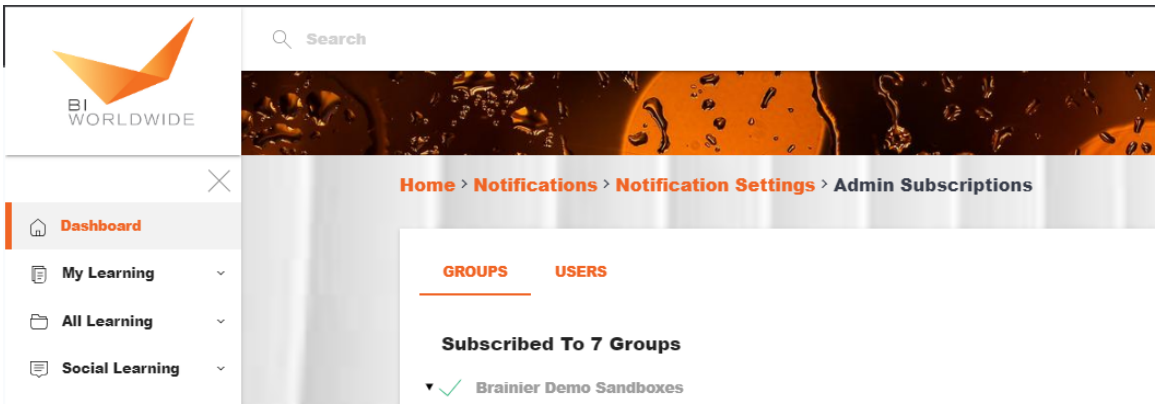


Notification options for communication tool integrations.



An example of the Brainier / Slack integration.

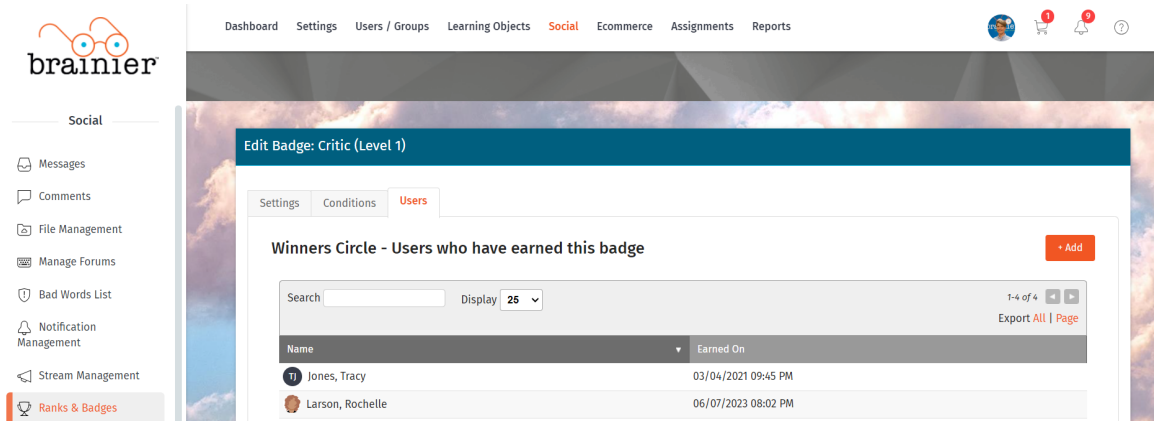
Brainier customers can utilize Slack to communicate about their training. This includes multiple notification types to ensure learners, admins, and others on the platform are aware of important information. With this additional channel, Brainier admins have 4 ways to notify learners of training, including system notifications on the front end of the system, email notifications in the learner's email inbox, push notifications via the native Brainier app, and now the Slack channel. Administrators also have a high level of control over who gets what type of notification with a dedicated global notification panel, both from a learner and administrative perspective. They can even empower “non-traditional leaders”, subject matter experts, managers, or others in their organization to stay informed on specific learner activities, down to the event level and/or group/individual level with admin opt-in/opt-out subscriptions.



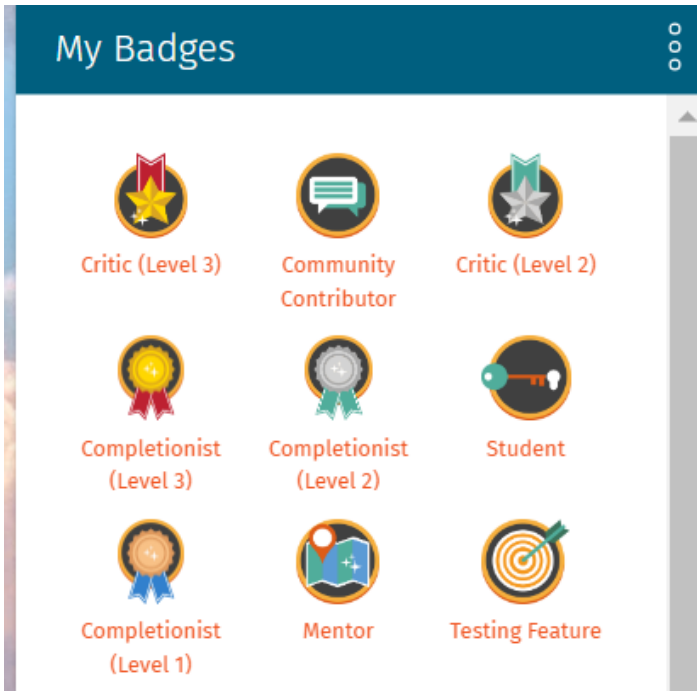
Gamification Elements

Brainier customers find a lot of value in deploying gamification elements to nudge behaviors, reward, and incentivize learners for their actions. Superadmins have the ability to more efficiently manage the points a learner can earn. New reporting functions allow superadmins to view total points, breakdown point accruals by user history, export a user's earned points history to true up any missed events, and manually adjust point totals by adding and removing points.

Admins can configure badges to activate based on calendar details, as well as create expiration dates to coincide with the calendar. Reporting for SuperAdmins includes a "Users" tab on the badge edit page wherein they can quickly see the list of learners who have earned that specific badge. In addition, individual learners can see their collection of earned badges on the front end using the "My Badges" gadget. Administrators can manually award badges to learners if they need to do so. And there is also a new badge condition that displays the "Total Duration" of training completed. The recognition of the learner's effort is an in-demand feature across customer types.



Winners circle page (list of learners who have earned a specific Brainier badge)



My Badges Gadget in Brainier

Operational Efficiencies

A number of system improvements occurred throughout the year that contributed to a more efficient and effective experience. The groupings feature, which allows admins to identify learners based on a common property, was upgraded to freeze any inactive groupings from programmatically adding or removing users in assignments. This small change greatly increases the system performance by lessening the computational load required without compromising the integrity of the reporting functionality. It also now features an option to export data using those parameters.

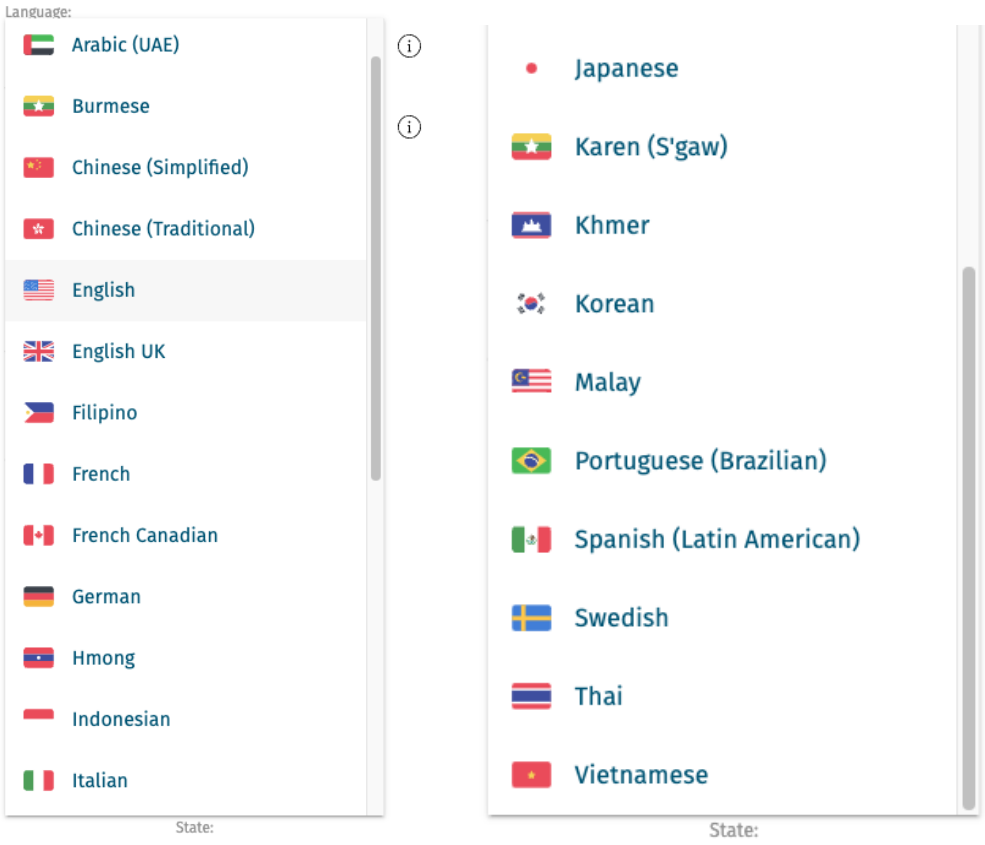
Administrative duties around data security took a step forward this year with a new automation centered on access to the system. Brainier developers created a way to auto-expire users from an active status in the system and "lock out" users due to a lack of activity. This functionality is based on a user's last login data point and can reduce the administrative tasks if there is turnover. Another layer of admin recordkeeping is the addition of "Logged in with SSO" to the action log to document activity in the system.

Configuration and Customization

A key area of focus this year was to create a more configurable and customizable system for customers. A few improvements that culminated in a better customer experience are as follows.

Communication

Admins gained the ability to bulk customize the "from address" when sending emails to learners via the LMS with a single button. Within the email templates, admins can choose who is shown as the source of the email when it lands in the recipient's email inbox. Certain names and titles may be more appropriate or inspire greater motivation to complete requested training opportunities. A new feature is to expand the sender to all email templates instead of manually selecting it each time.



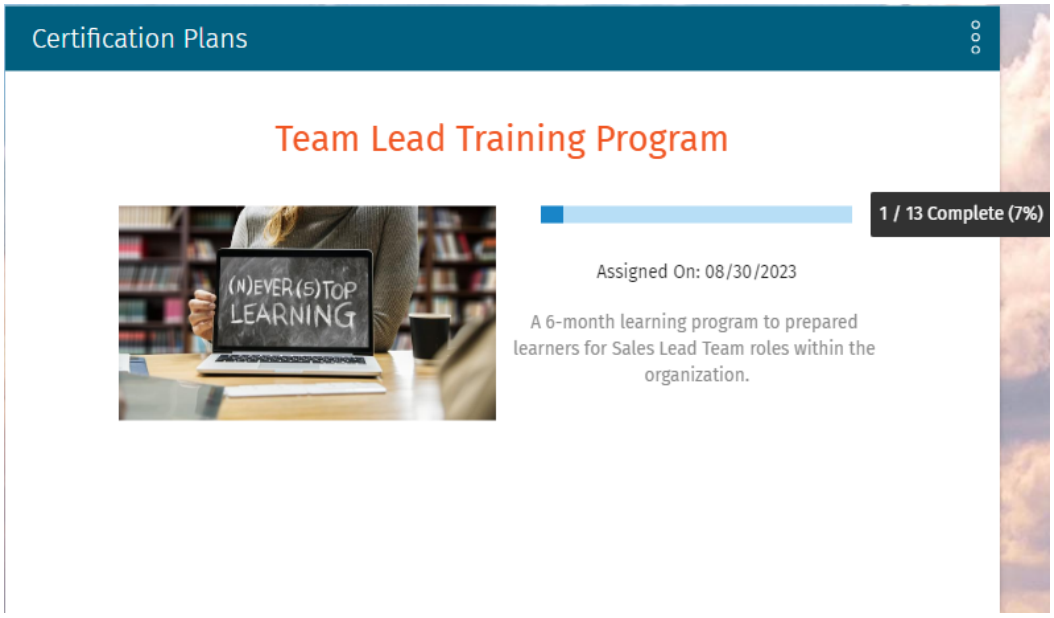
The LMS offers several languages such as Hmong, Karen (S'gaw), Thai, Indonesian, Khmer, Malay, Burmese, and Filipino. The custom HTML page builder tool saw improvements with the ability to quickly copy a URL to provide quick access to the custom page while remaining in edit mode. This helped administrators easily share the page without requiring needless administrative

steps to the process. Other improvements gave admins more design possibilities by adding a transparency option for the background on custom HTML pages.

Navigation

In addition to the new user interface and HCM tech integrations, Brainier developers made it easier to provide access to training within an organization's tech stack. Companies using a single sign-on approach can now use a relay state placeholder to link their users to specific pages or objects, (i.e. - deep linking). Other navigational changes involve even more text options in the LMS to be customizable system labels. As well as, added menu panel customization, including, languages, font & icon libraries.

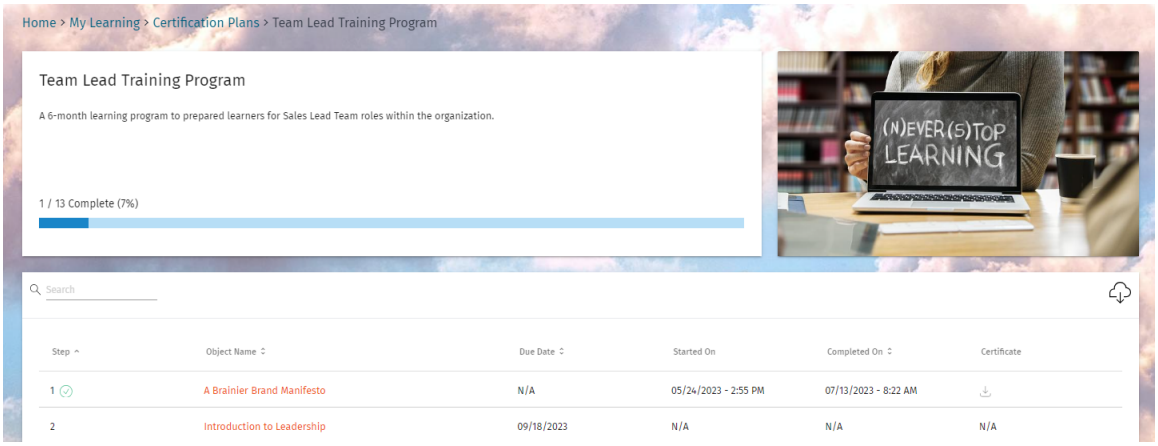
Brainier Cultivate



An example of the Certification Planning dedicated gadget on the Learner's front end.

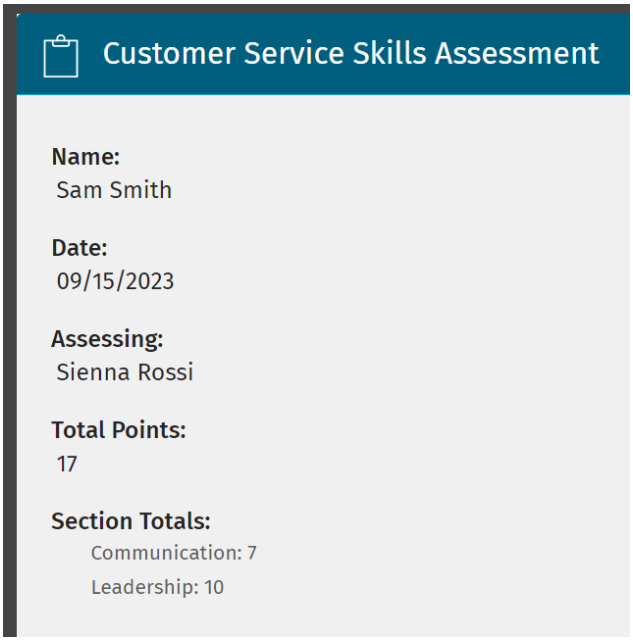
An addition to the LMS is a package of performance management features that customers are enjoying. Among these features are **assessment** options including **self, 180, and 360 models**, as well as goal-tracking features both automated and manually configurable. The most notable advancements this year involved the certification planning module. This included flexibility for the admin to display select data on the front end to users. Options include the ability to show or

hide any unreleased step details to the learner, a dashboard gadget that contains a progress bar indicator on the front end, and an option to personalize the certification plan with a custom graphic. Admins have the power to create and use templates when building certification plans in order to reduce administrative efforts.



Learner "preview/visibility" capability to certification plan/program progress and upcoming events/details in the Brainier LMS .

Competency Mapping

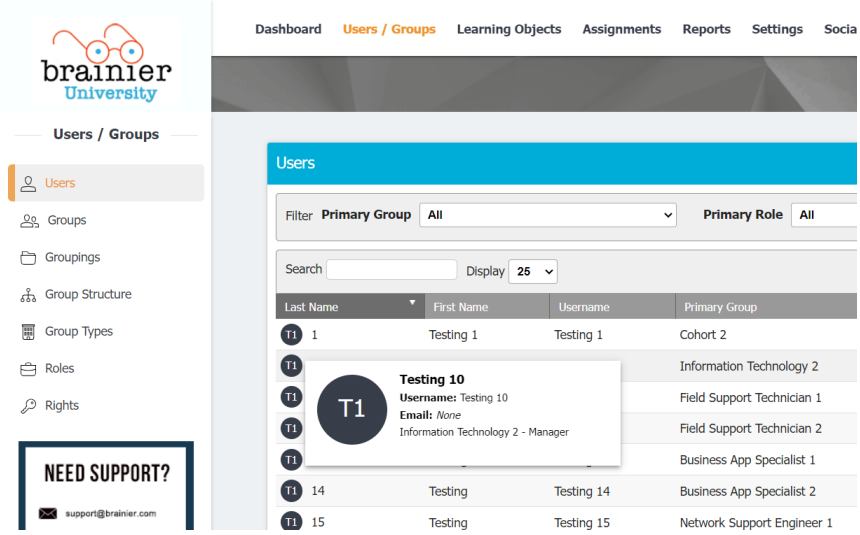


An example of a skills-based assessment report containing visibility to system-generated points totals.

Using enhancements in our skills competency mapping & reporting, (built into the assessment object), Brainier admins can tie outcomes from assessments using linear and custom point scales and labeling to their own unique skills libraries. This data can then be used in concert with performance reviews & matrix reporting.

Analytics Suite

The Brainier LMS has a powerful learning analytics suite, yet this year saw some meaningful improvements. Learning leaders can now access reports on duration and "total seconds tracked" to complex object progress reports. This time-based check-in offers a more complete view of learning content consumption. The "SMART" report, a global search function in the analytics suite, now includes a search for **Assignment Batches** to better understand what learners were assigned training at what time, how they were assigned, completion status, and settings for recurrence of assignments.

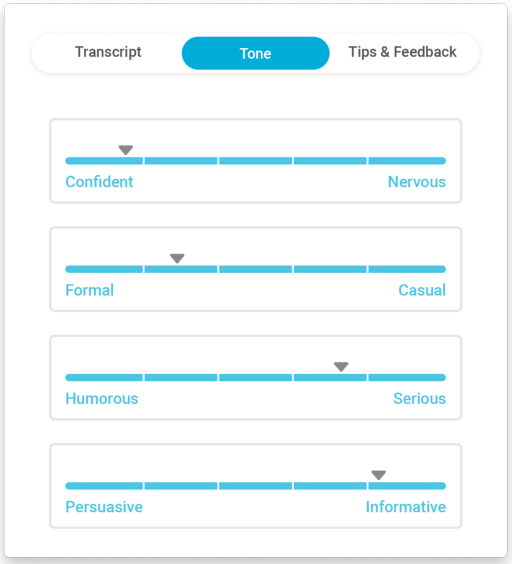


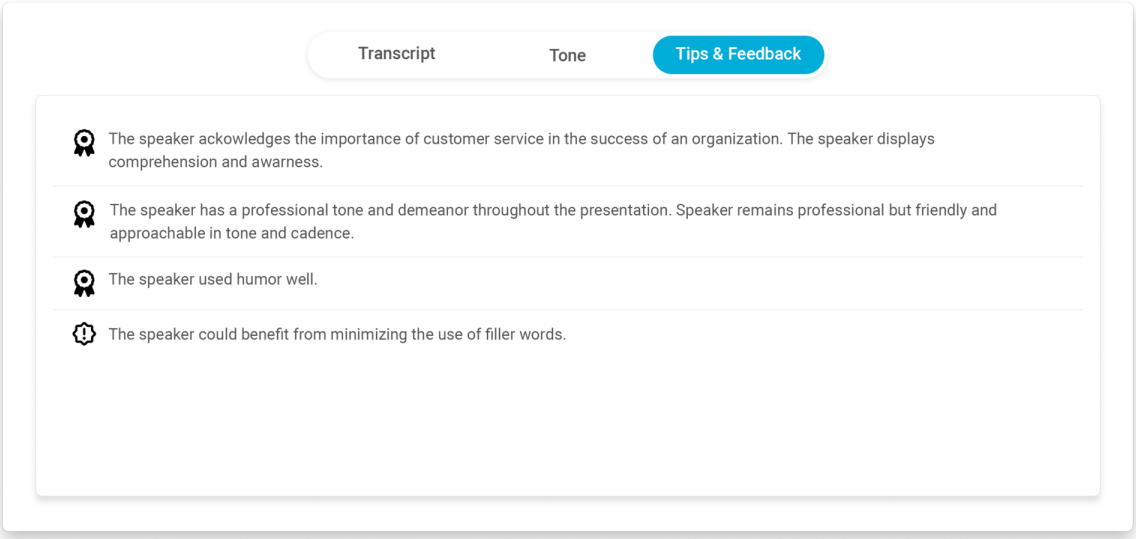
The hover and discover feature in The Brainier LMS.

Navigating the analytics experience became that much easier with the addition of the appearance of vital details in the report builder mode. When the admin hovers the cursor over a user, group, or object, their identifying information will be displayed to quickly verify the details. This helps to build accurate reports and reduce errors. The **SMART report**, Brainier's intelligent global search reporting function, expanded to include a score when reporting on completed objects in the system, providing another layer of data to the off-the-shelf reporting

option. It also added the ability to expand complex objects to include “assigned” and “started” tabs.

Video Coaching, Featuring AI Coach



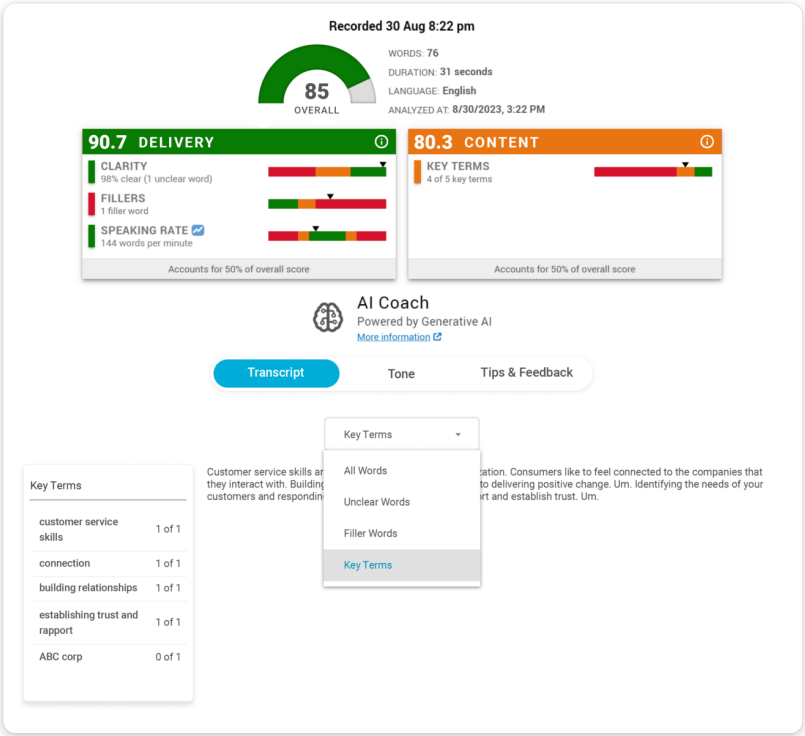


Examples of the new, AI-generated tonal analysis and tips and feedback sections as part of video coaching.

Brainier’s integrated video coaching platform partner, Bongo Assessments, released an expanded version of the product that utilizes generative AI to bolster feedback channels. The “AI Coach” sends a transcript of the learner’s audio, derived from their video coaching submission to OpenAI GPT3.5. Here the content

is analyzed for keywords and tone and feedback is automated in real-time to the learner that site-specific instances within their submission. This innovation evaluates a spectrum of tones, encompassing confidence to nervousness, humor to seriousness, formality to casualness, and persuasion to informativeness. With the activation of Auto Analysis, an added layer of value emerges as video/audio transcripts undergo meticulous examination by AI (no PII is passed, however), providing learners with constructive tips and feedback. This encompassing feedback not only celebrates areas where learners excel but also highlights opportunities for enhancement. Each tip strategically surfaces during specific points in the video, inviting learners to interactively explore flagged sections and gain a deeper understanding of the feedback.

Flexible Key Term Matching



An example of the flexible key term matching available in auto analysis, as part of the video coaching module.

Brainier's Auto Analysis key term matching is now more versatile, automatically encompassing additional word variations and synonyms. For instance, words like 'cheerful' are recognized as matches if configured key terms include 'happy'. Instructors and authors configuring assignments have the option

to designate key terms as ‘exact’ matches, requiring learners to use the precise word or phrase to earn credit.

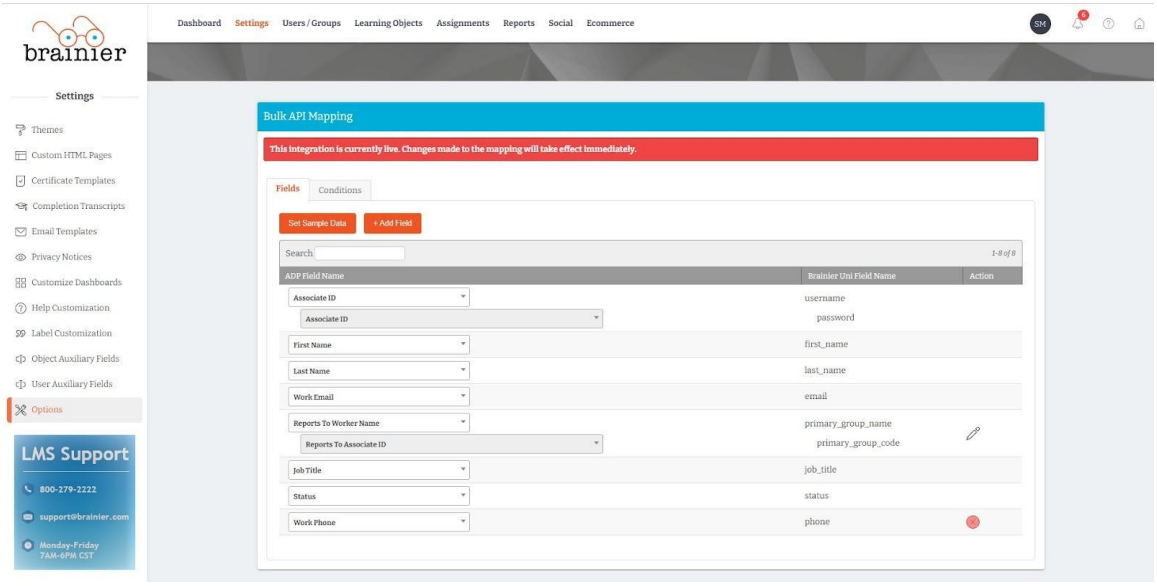
Unique Differentiators

Database Architecture

The structure of the Brainier database is designed to accommodate change, growth, and nuanced segmentation. Organizations across almost every industry are developing ever more complex organizational charts, especially as they grow, partner with other organizations, and encounter mergers and acquisitions. From an administrative standpoint, creating a single and consistent source for learning across all groups has its distinct advantages beyond financial concerns but for matters of efficiency. Brainier is extremely scalable. Hosted on AWS, each Brainier client has its own instance of the system unique to their organization. Also, Brainier is built with a multi-tier architecture, separating the logic from the display.

Field Mapping Wizard

A simple, yet meaningful innovation added to The Brainier LMS this year was the addition of the field mapping wizard for creating a more efficient administrative experience. When mass updates are necessary that may only affect certain individuals or groups, administrators can upload a spreadsheet to the LMS that contains the specific information that needs to be updated. In the case of combining sets of data, where column headers might not always align, the field mapping wizard allows the flexibility to use different formats to achieve the desired action. This development received a warm response from Brainier clients as it helps them avoid accidentally polluting their data.



The Field Mapping Wizard reduces errors and confusion in data uploads.

Assignment Inheritance & Automated Training Onboarding

Brainier administrators are increasing their efficiencies using assignment inheritance tools available in The Brainier LMS. This innovation can automate some administrative tasks around new learners in the onboarding process, employees changing roles or departments, and other common business processes. Brainier offers several pre-built or off-the-shelf connector apps (ADP, Ceridian, UltiPro, Zoom, and Salesforce) to ease the implementation process. Brainier also offers a mapping wizard to efficiently import data via a file upload. Through a data integration with another work-science software platform, Brainier admins can auto-populate users into certain groups or assign specific training by creating rules in the LMS based on key data points. For instance, Brainier can utilize the data feed from an HRIS platform to reduce manual data entry for new hires as well as automatically assign them relevant training for their role, location, managerial level, etc.

Partnership Model

Brainier takes a **partnership-style approach** to sales and customer support. Brainier sales representatives maintain an ongoing consultant-style relationship with Brainier customers. This includes quarterly calls to review organizational progress, address questions in real time, and make content recommendations. Brainier customer support enables customers to create a community focused on **sharing best practices**, as well as maintaining help topics on shared sites. Brainier Admins have access to the **Brainier Customer**

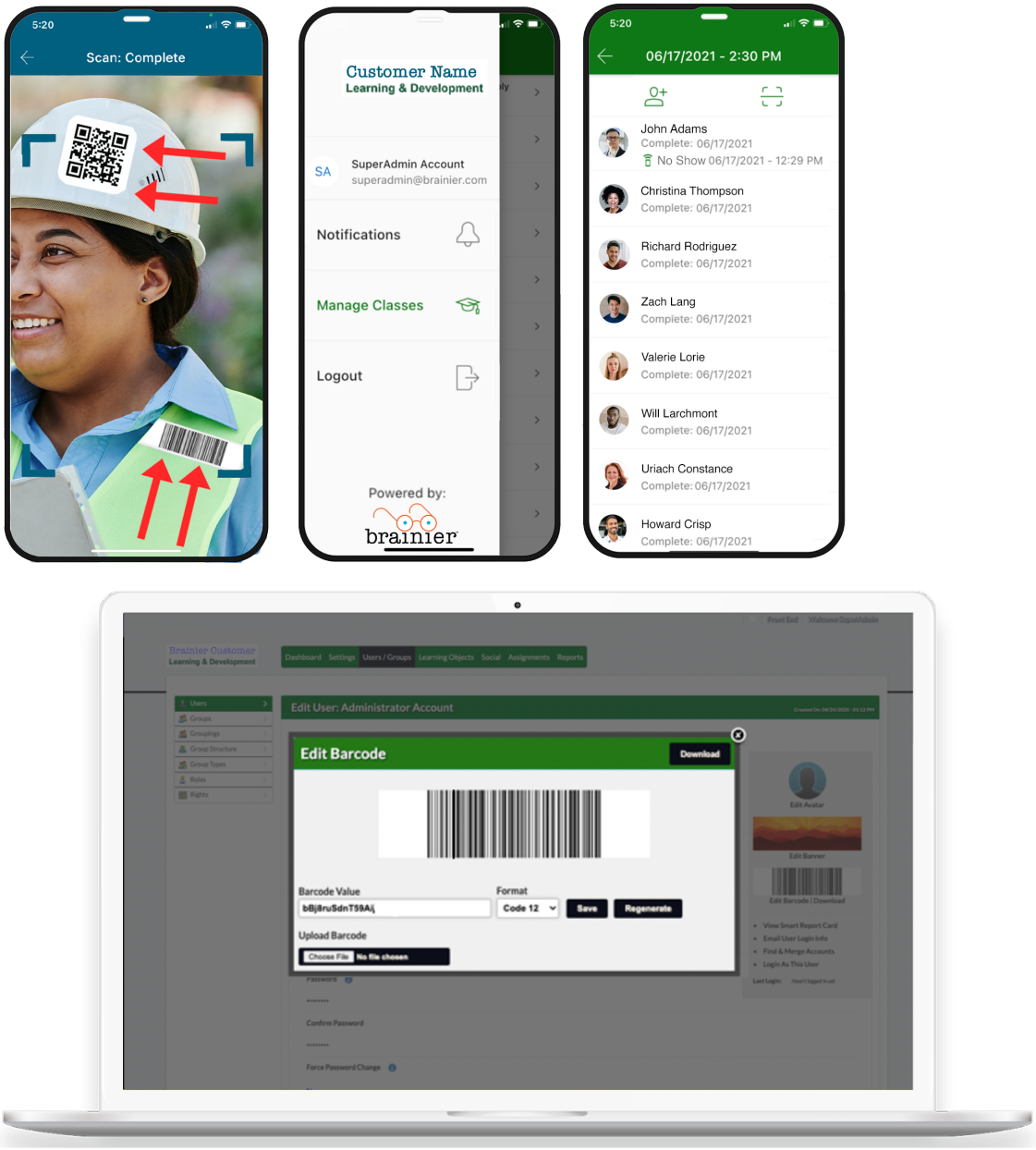
Experience Portal, a shared instance of the Brainier LMS available to Brainier clients. The site contains videos, how-tos, best practice documents, downloadable user guides, and customer forums for collaboration and 24/7 access. Brainier's editable Help Pages allow learners to easily get real-time info wherever they are in the LMS. Admins can add company-specific information to further tailor it to their organization.

The **Considerations List** in the Brainier Customer Experience Portal helps customers establish a voice in the process. This allows clients to input their wish list of ideas, comment, and upvote on others. Brainier reviews these submissions weekly and tailors its product roadmaps around **customer-inspired solutions**.

Brainier customers are assigned a **dedicated implementation project manager** at the onset of the agreement. This person is a single point of contact throughout the implementation period. All learners with a login and password can call or email Brainier's Support team, which has earned 8 consecutive International Stevie Awards for **exemplary customer service**. In 2023, Brainier was awarded the GOLD Stevie Award for Customer Service Department of the Year for the category. There is only 1 winner at this level each year. The software industry's average response time for inbound emails is approximately 16 hours, whereas Brainier's average first response is 1.67 hours.

Badge Scanner Attendance Tool

Brainier offers a **barcode management module** to manage instructor-led training (ILT) events. With the Badge-Scanning tool, learning leaders can create learner analytics from ILT events directly in the LMS. Administrators can use their mobile device to record]attendance at events via **a barcode or QR code** assigned to each learner. Admins can generate custom barcodes or QR codes for this application of the product, or they can use a system of codes that may already be in place, which is commonplace for manufacturing and labor-related roles.



Barcode scanning and attendance tracking in Brainier LMS

This tool eliminates the need for additional tracking documents outside of the LMS. This helps customers manage their **class registration and waitlists in real-time** directly from a mobile device. An often-overlooked issue is that in-person training doesn't always occur near a computer or reliable WIFI connection. This tracking tool accommodates environments far removed from a traditional classroom and provides a record of training with **meaningful and valuable analytics**.

Video Coaching

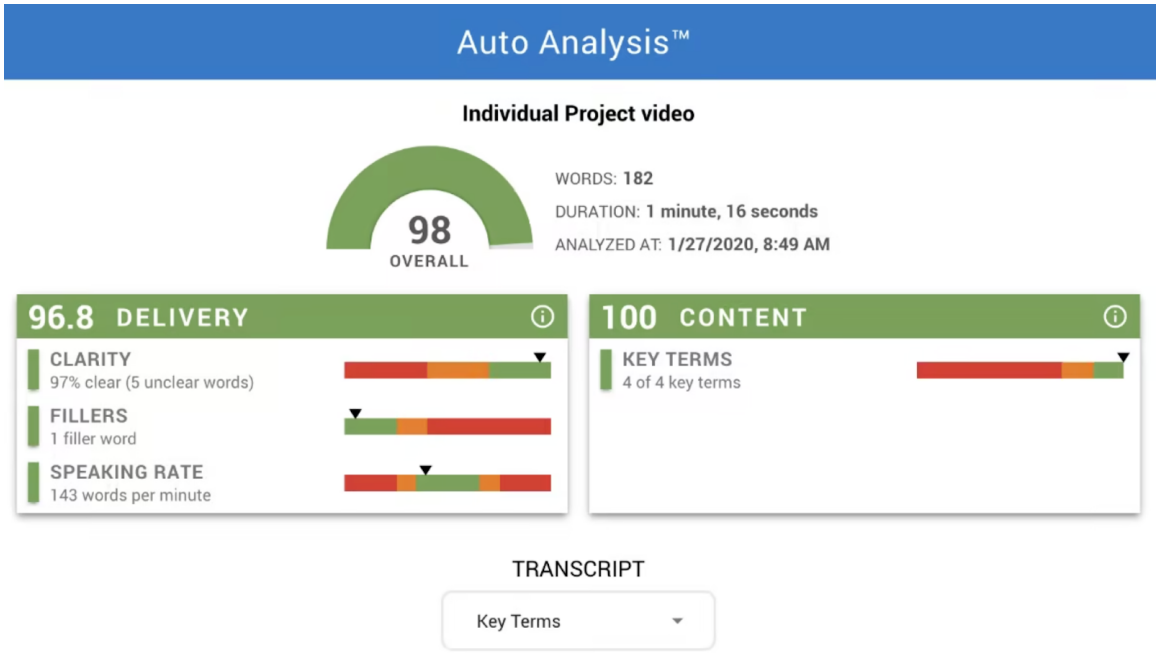
Brainier offers a robust video coaching tool with 3 distinct modules, individual project, question and answer, and interactive video. These modules cover the majority of the use cases that we could identify that customers were looking for in this technology. While there are other tools that approach the functionality of video coaching, the ease of use/intuitive nature of building, maintaining, and reporting on objects outshines the competition. The typical Brainier administrator will follow the same methodology to create a video coaching object in the system. The ability to input limitless keywords is a true differentiator whereas competitors commonly have a limit of 25 keywords that are operable in the system.

Measurable Results

Brainier upholds a central goal to create a learning solution that drives real change for our customers. To accomplish this, Brainier sales, support, marketing, and development team members work closely with customers to find solutions to their learning challenges. These features enhance our customers' techniques and strategies for learning. The focus for the development team this year was not to rush features to market based on AI advancements, but to create meaningful progress toward improving the experience of our customers. The rollout of AI Coach in the video coaching and virtual assessments was a purposeful and meaningful advancement to the use of generative AI in the LMS. Many of the other system upgrades centered on efficiencies and intuitive use practices. Here are some examples of how Brainier customers are realizing the potential of the technology in practice.

Customer Success Examples:

Video Coaching Allows for Training Expansion



The Auto Analysis feature within the Video Coaching module.

POWDR, a Colorado-based adventure lifestyle company focused on ski resorts and action sports camps, uses The Brainier LMS in an effort to better onboard its employees for leadership positions within the organization. They use the video coaching features to create cohort-based, asynchronous social learning experiences that are largely based online due to the geographic distance of their employees. This was an experimental program for the organization and Keith Meyerson, the Director of Talent Management selected Brainier specifically for the video coaching capabilities. In the program, employees can access a curated library of role-specific training. This is possible due to the multi-tenant architecture of the LMS, wherein content libraries can be customized to align with the learner's specific criteria, one of them being job titles. The next phase is a managerial feedback session wherein their activities are reviewed by actions within the LMS. This phase is a management sign-off where the learner demonstrates the transfer of knowledge to their direct supervisor.

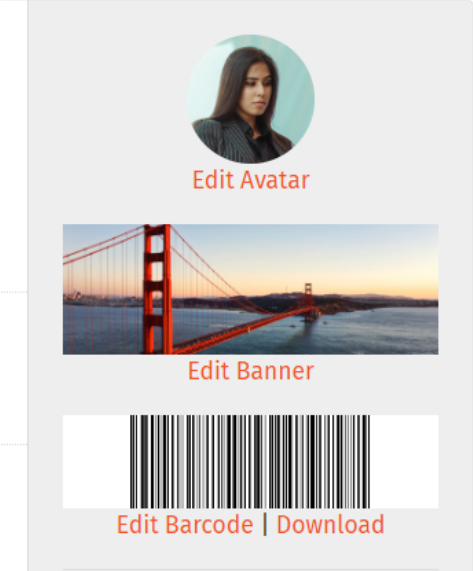
Anser, a Wisconsin-based telecommunications company, came to Brainier with a vision to use video coaching to develop the skills of their call center

employees. Through The Brainier LMS, employees are assigned video coaching opportunities wherein they practice with real customer calls and their responses are recorded and analyzed using keywords, speech rate, tone, and response time. Prior to submitting their responses, learners are given AI-generated feedback through the "Auto Analysis" feature that gives them an initial review of their performance with objective statistics. The results of these practice calls flow to their direct manager for review and ultimately to their director of learning and development. These video coaching sessions are purpose-built, using company-specific keywords to ensure they are following protocols and using company-approved terminology so as to avoid confusion, loss of time, and reduce liability due to a lack of clarity.

Prior to Brainier, Anser employed a full-time employee to monitor these analog recordings for the hundreds of employees in the process. Using video coaching in the LMS has allowed them to conduct this process at scale. The AI-generated scores help to identify the submissions and employees who score too low and might need some additional resources to improve their scores, as well as those who are exemplary with their scores. The combination of AI-generated and human-centric feedback serves to identify the learners that need additional training and those employees are assigned a pre-built and customized learning track for their specific needs. These learning tracks are certification plans that focus on the areas of improvement they require.

Windstream, an Arkansas-based communications company, has utilized Brainier's video coaching technology to enhance their long-established customer service training program "Elevate". This program provides over 400 customer service representatives with training in communication skills & de-escalating situations. The video coaching tools have helped them **analyze and identify keywords, speech rate & filler words,** and additional features that give learners multiple-choice and scenario-based exercises with video responses. The process has been positive for this customer and has allowed them to increase the scale of their training program and **educate 400+ users with engaging new techniques**.

Increased Efficiency in Attendance Tracking

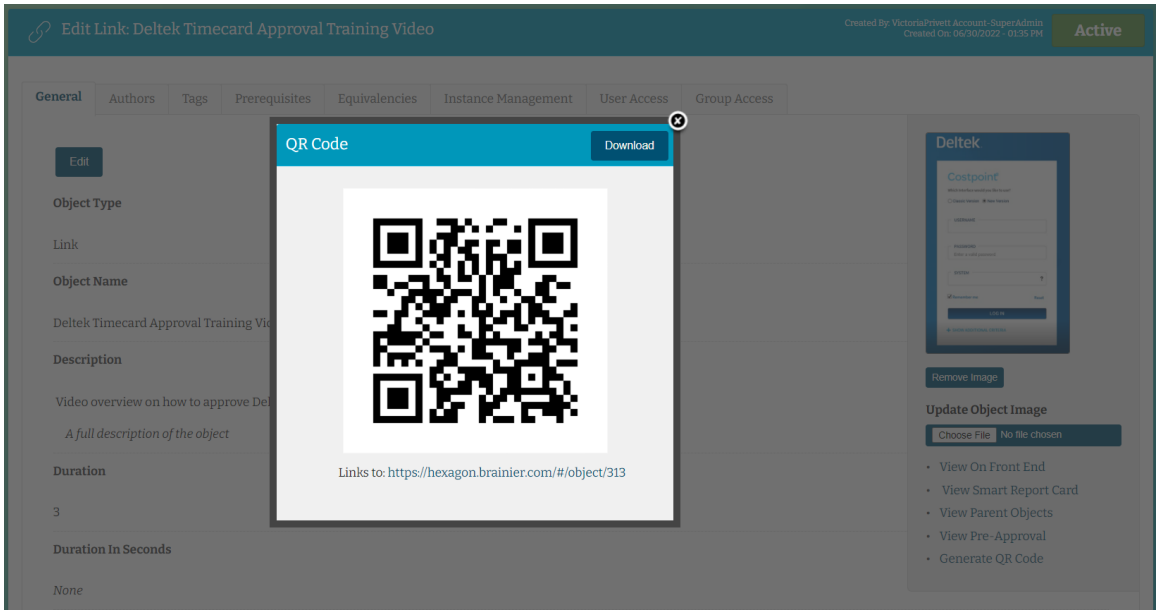


Barnhardt, a North Carolina-based fabric and fiber manufacturing company, has been using the Barcode Management feature since its inception. This customer previously had their own badge app to remedy their manual process of class attendance. The biggest impact this feature has made for them was the ability to have this information **all in one place**. They no longer had to scan the badges and upload them into the cloud and compare them with their LMS. Accomplishing accurate attendance tracking prior to the Badge Scanner feature required a minimum of four employees actively working on the process. With the **barcode management feature** in Brainier, they now have 1 person passively monitoring their entire company's attendance for these events.

Equivalencies In Learning Content

Zuellig Pharmaceuticals, a Singapore-based pharma company, uses the equivalencies feature in the LMS to streamline much of the administrative tasks that arise from managing multiple versions of learning content in the system due to the complexity of preferred languages. As Zuellig Pharmaceuticals is based in Southeast Asia, their employees have differing preferences for their primary language. Because of this customer, Brainier added 8 new language translations for system labels and localization. When learning leaders at Zuellig began to build out their comprehensive learning tracks, they found a solution to reduce the manual processes of approving completions by using the equivalencies features to equate different courses with the same proficiency based on their specific

language used. This helped to reduce confusion and save time by accommodating the multiple course identifications in the system.

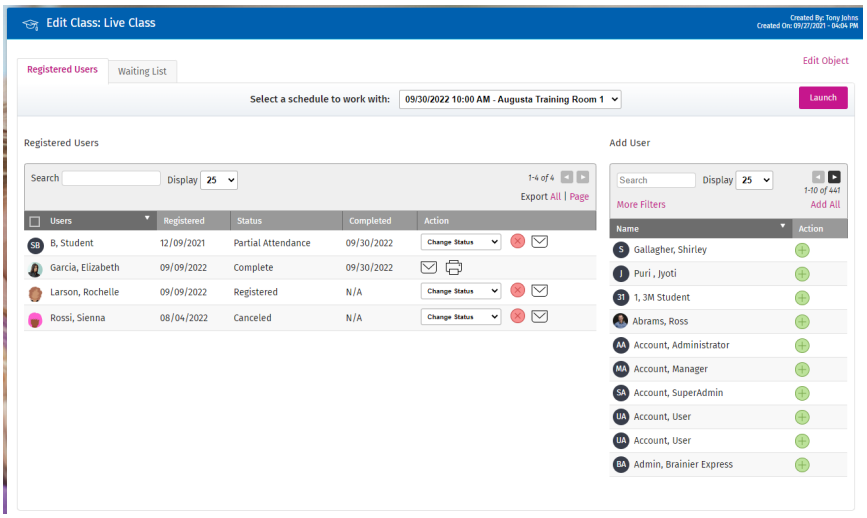


QR Code Generator

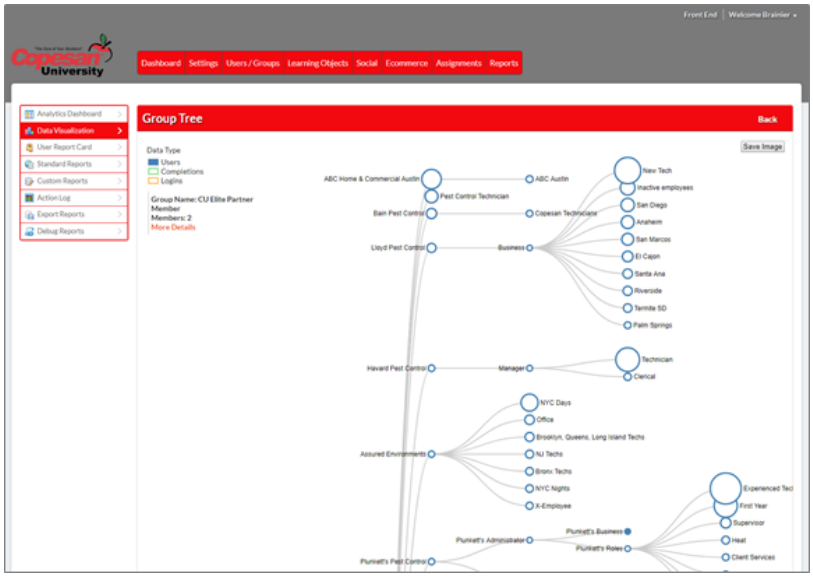
Hexagon US Federal, a Virginia-based defense and space company, uses the **Brainier Customer Experience site** to provide ongoing feedback about their experience and build a more meaningful relationship with the organization. Within the experience site is a feature for customers to weigh in on potential new features in the LMS. Learning leaders at Hexagon US Federal, along with 12 customers chose the QR Code Generator as a desired feature they would like to see as soon as possible. The development team quickly implemented this new feature as a quick way of generating a QR code on the administrative side of every learning object in order for learning leaders to create a direct access point for that specific learning object. This code can be generated in 1 click from the edit page.

Attendance Tracking & Validation

A leading manufacturer of vehicle engine management and climate control systems achieved **over a 90% overall completion rate** for compliance training after the implementation of the Brainier platform. The platform also assisted with tracking attendance and giving credit for attendees of large company events with the platform's Bulk Record Import functionality.



Multitenancy



A visual of Copesan's Multi-Tenant structure

Copesan uses **Brainier's multi-tenant and segmentation capabilities** to offer value to their partners and subcontractors. They offered two access levels within Copesan University to at least 112 organizations in their partner network. Level One Members have access to all required training and premium safety content. Level Two Members have the ability to integrate Copesan University fully as part of their training program, their own private section of the system without disrupting other members. Copesan uses it to give partners access to pest biology, soft skills, and additional premium safety content. They have seen a quick rise from an initial **4,025 to 4,557 active users**.

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.

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.

Advisory Offerings

Custom research projects, including surveys, focus group interviews and organizational needs assessments for transformation, technology selection and strategy.

Excellence Awards

Three annual programs recognize the best organizations that have successfully deployed programs to achieve measurable results.

ENTERPRISE EXCELLENCE CERTIFICATION PROGRAM

Recognizes the best HCM programs that transform their organization and achieves breakthrough results. This designation is a step above the HCM Excellence Awards® which focuses on one program within a company. Enterprise Excellence is a hybrid of award winners who are also members.

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 thirty-plus years of experience in evaluating and selecting the best solution providers for leading organizations around the world.

AGENCY! BY BRANDON HALL GROUP™

Provides comprehensive marketing solutions for human capital management solution providers. We offer strategic services to establish a strong foundation for your marketing efforts.