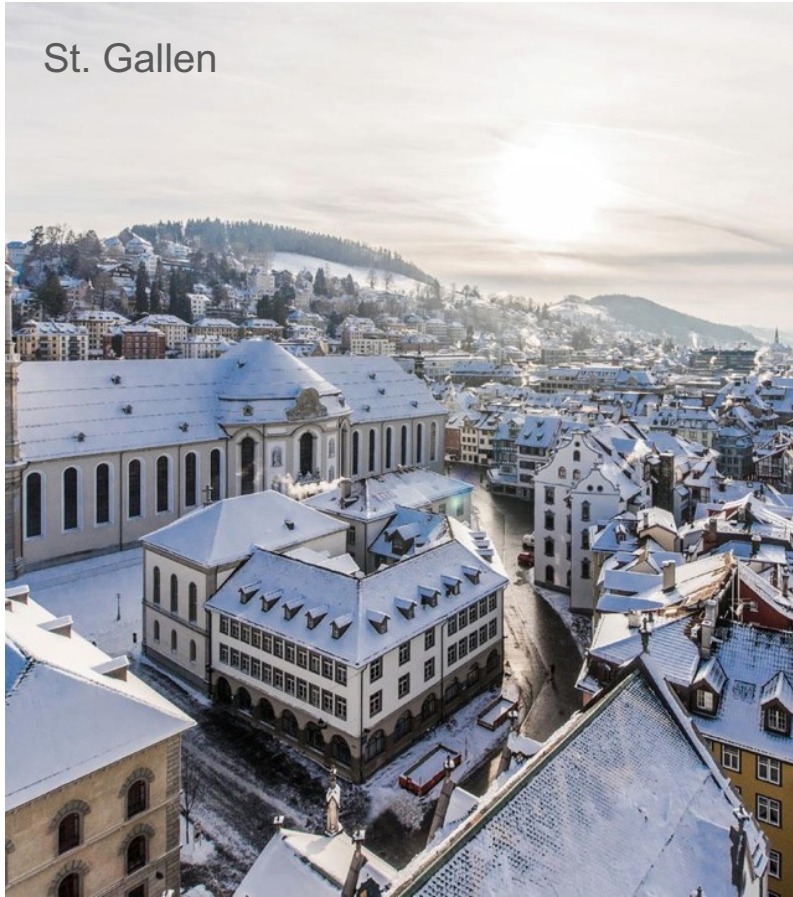




# VALUE AT EVERY STEP OF THE **LEARNING JOURNEY**



St. Gallen



## About

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- Founded in 2001 by professors from the University of St. Gallen (Switzerland), one of the leading business schools in Europe, and Shahin Sobhani, the current CEO and president of the firm.
- Has created digital learning solutions (mobile, web-based) for over 3 million learners
- Clients are comprised of world-class organizations such as Allianz, Starbucks, Caterpillar, Colgate, Continental, Deutsche Bank, GE, SKY, Novartis, Schindler, Scotiabank, SAP, HERC and Rogers
- Three locations; Toronto, Munich, and St. Gallen with Toronto being the largest office and the production hub of the company.



Proven Experience – 18 Years  
& 3 Million Learners

Full Service  
Learning Partner

Reinforcement &  
Micro-learning

Designing for the  
Modern Learner

Proven ROI  
Tied to Metrics



## Our Solutions

### Organizational Success

We approach every initiative with a simple question: What is the business challenge we are trying to solve? Focused on performance goals through a data-driven design mindset, our goal is to enable, sustain and empower people at every step of the learning journey. This isn't about an HR checkmark, it's about how we can better inform your organization's conversation on how to best diagnose and support learning needs, and optimize your learning strategy. This leads to true business impact driven by effective learning experiences.

### Learner Success

Because success is more than completion rates and engagement scores! We want to keep people in position to succeed by crafting the optimal learning environment. Our empathy-first approach starts with a detailed exploration of who learners are, what they care about, what they need to succeed, and what to do to get them there. This ranges from the initial training event all the way to supporting and sustaining them into performance.

### Design for the Modern Learner

Good design matters. Our design process is built upon our relentless inquiry into the Modern Learner. Through best practices in UI & UX, learning theory and findings in neuroscience and cognitive psychology, we place a strong emphasis on user-driven design. The end result: experiences that are exciting, meaningful and relevant to learners.

### Lead with Creativity & Innovation

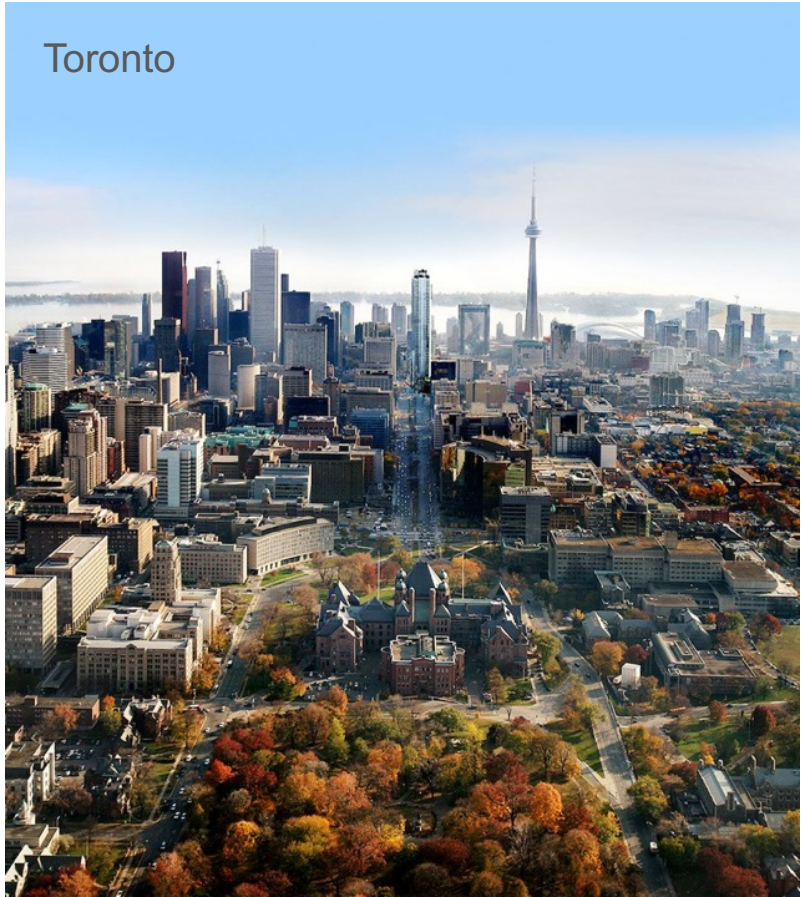
What if you don't need that 2-hour course? What if it could be something more? With today's learner more distracted, bored and fed-up than ever - how do we overcome monotony and grab their attention? Our solutions mandate creativity and innovation because this is how we break through with learning that sticks.

### Tell the Story

Whether tackling diversity, sales methodology or process engineering, there's a story to be found in everything and we want to tell it. Scientifically proven to create more effective learning, we use the power of storytelling to make meaningful and lasting impressions – tapping into emotion and establishing connections that are relevant and memorable.



Toronto



## Awards



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### 2019

- ✓ Brandon Hall Award winner for Excellence in Content Development

### 2018

- ✓ Training Industry Content Company to Watch

### 2017

- ✓ Training Industry Top 20 Company
- ✓ FocusOn Best Performance Support Solution
- ✓ Brandon Hall Excellence Award
- ✓ Training Industry Company to Watch

### 2016

- ✓ Brandon Hall Award winner for Best Advance in Performance Support
- ✓ Brandon Hall Award winner for Best Advance in Sales Enablement
- ✓ European Comenius Award for On-line Coaching
- ✓ Brandon Hall Award winner for Best Onboarding Program



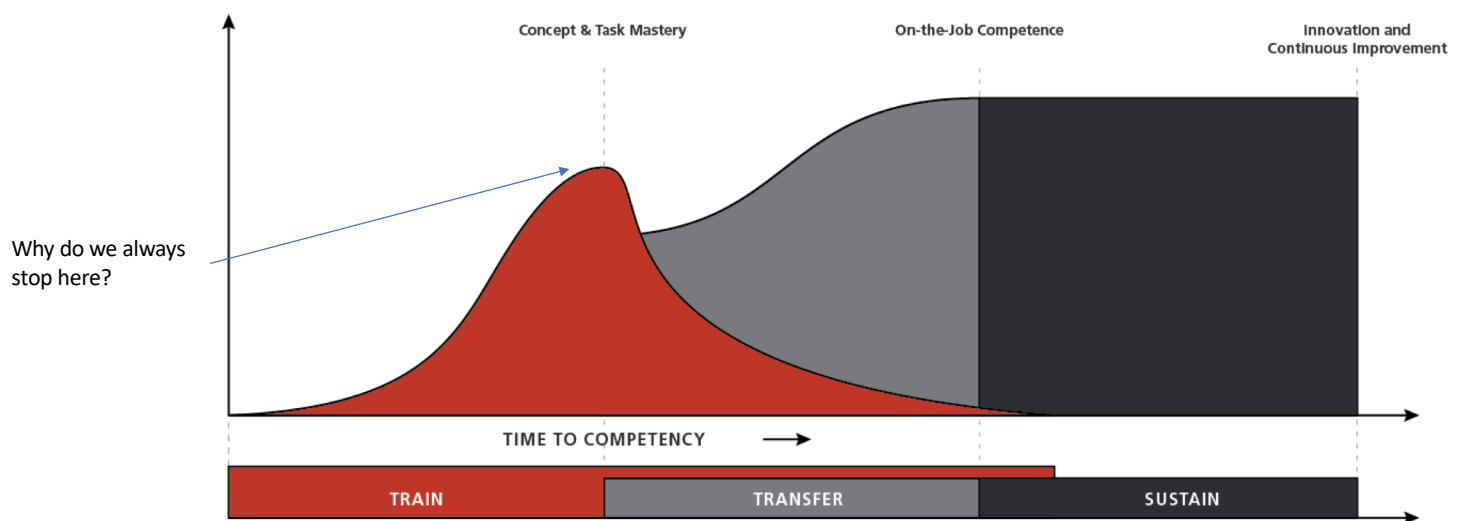
## Some of our Clients

Over the years we have worked with a number of Fortune 500 companies to develop learning campaigns, strategic roadmaps, mobile solutions and content ranging in complexity, urgency, scale and scope. With courses ranging from 90 seconds to 45 modules and tackling topics from onboarding, sales training, compliance training to enhancing customer experience we are comfortable with just about any initiative. We have also been recognized by Apple as a key player in the industry and have worked alongside them doing a number of Apple sponsored seminars in both North America and Europe to present “how to’s” of training a mobile workforce.

Some of our select clients to date include:

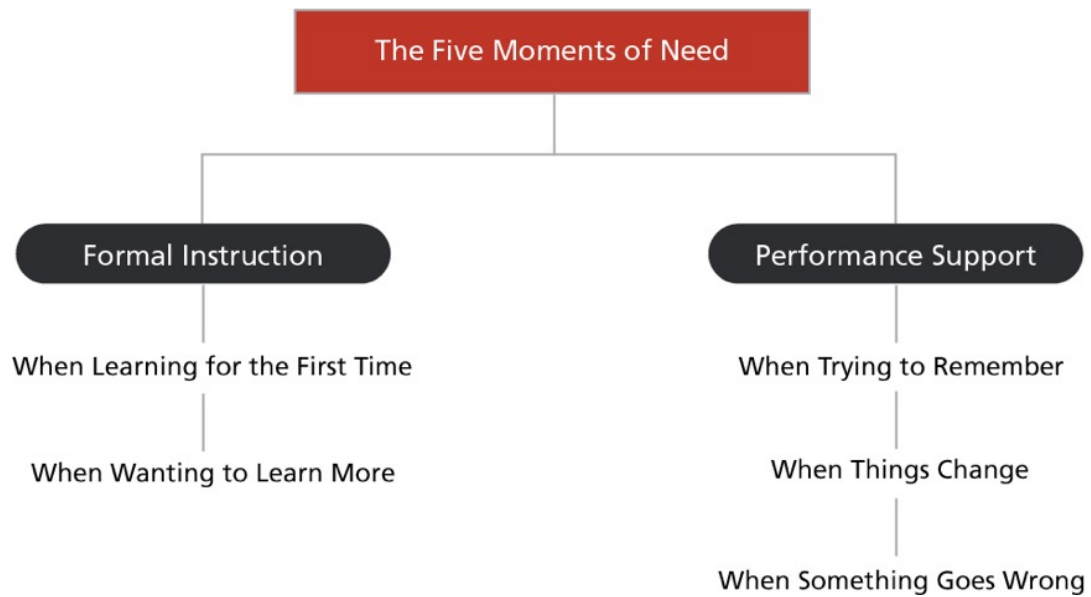


## Learning is a journey (One we need to actively support)



SOURCE: ONTUITIVE 2012

Learning today is about delivering value in the *moment* of need



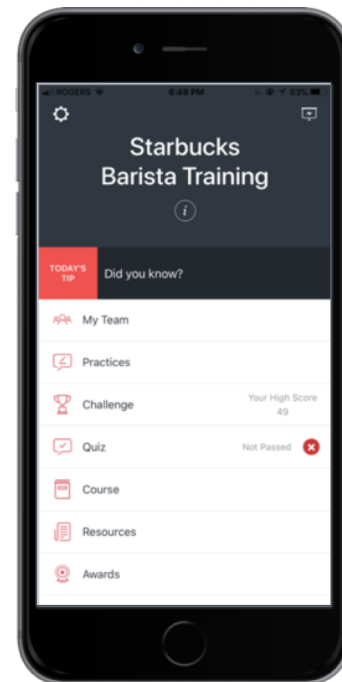




ECHO is a highly scalable and customizable mobile-first solution that focuses on optimizing organizational performance at every step of the learning journey – from just-in-time microlearning to reinforcement to performance support.

This results in learning experiences that are:

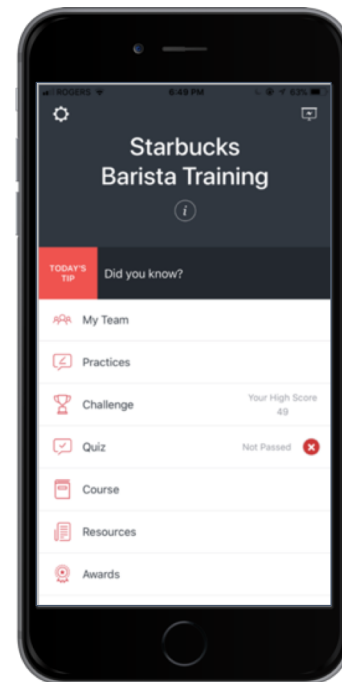
- High-impact
- Engaging
- Effective
- Relevant
- Agile
- Convenient





## What does ECHO mean for your organization?

- **Increased Time to Competency** – Through ongoing reinforcement and performance support, bring your people to competency faster.
- **Secured Training ROI** – Avoid costly retraining and fight the forgetting curve with mobile, smart reinforcement.
- **Reduced training redundancy** – ECHO's adaptive engine prescribes individual learning paths based on specific learning needs.
- **Data-driven insight to learning strategy** – Best-in-class analytics to improve training, support employees, and remove the guess work from mission critical decision making.
- **Raised employee engagement** – Elevate the brand of the learning experience you provide employees with an engaging, intuitive and powerful learning tool.
- **Just-in-time deployment** – Training that moves as quickly as your organization. Deploy/update new programs at the touch of a button.



## Summary of Key Features

### Bite-sized Lessons

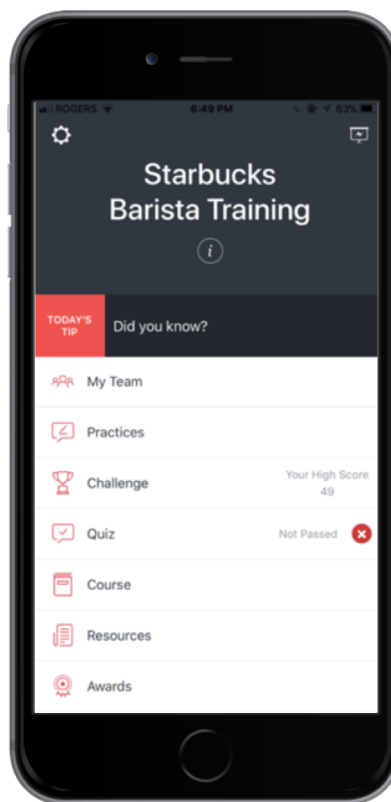
5 minute lessons. Combination of static, interactive and media slides. Use of rich media.

### Reinforcement Practices

Scheduled, targeted retrieval practice opportunities designed to boost retention and drive transfer of learning.

### Performance Support

Resources for when they matter most: videos, podcasts, documents, web links. This includes “Mentors” that connects you with peers based on learning needs.



### Gamification

Challenge mode, awards, unlocking, leaderboards, team dynamics all work together to drive usage of the app, increase engagement and optimize performance.

### Adaptive Learning Engine

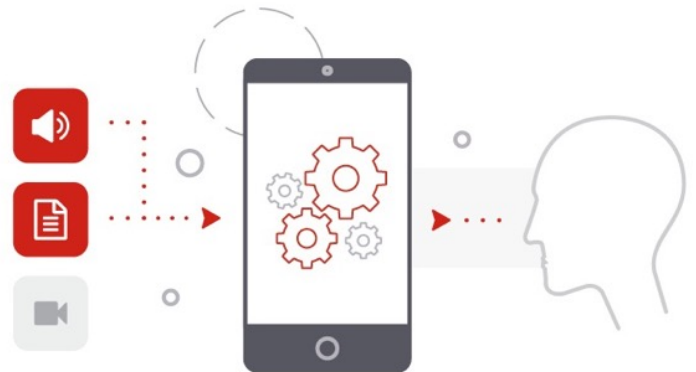
The backbone of the app. Constantly curating lessons, practices, resources, tips and more based on your specific, ever-evolving learning needs.

### Best-in-Class Analytics

From managers to executives, real-time insight into how your learners are doing, and how you can support them further.

## Adaptive Learning

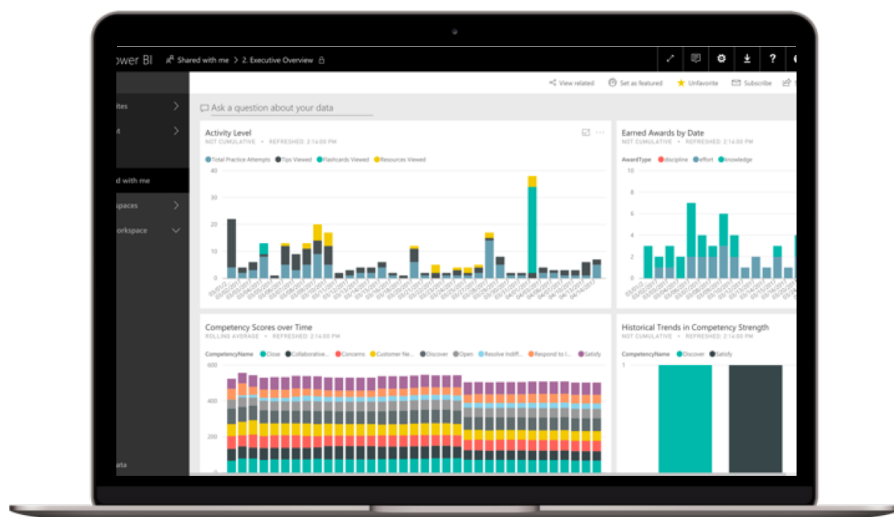
- The backbone of the app. A dynamic intelligent engine allows customized learning paths.
- Constantly curating lessons, practices, resources, tips and more based on your specific, ever-evolving learning needs.
- The end result - learning that is:
  - Targeted
  - Dynamic
  - Personalized





## Best-in-class Analytics

- Full business intelligence platform, powered by Microsoft Power BI
- No need for generating reports
- Accessible on desktop, tablet and smartphone
- Dynamic drill-downs, pivots and filters
- Natural language queries
- Over 50 out-of-the-box metrics



ECHO's powerful analytics feed directly into the front line managers to provide actionable and on-the-fly coaching opportunities.

## The Data We Work With

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| Name     | Program Overview  | Executive Overview   | Engagement  | Competency   | Performance   | L&D Overview  |
|----------|---|--|---|--|---|---|
| Approach | Birds-eye view of the LRP; Objective, factual information about the LRP.  | Data points of high interest to an executive; metrics that inform budget considerations  | Supporting initial rollout, providing management with data to support adoption/usage of app.  | Granular insight into knowledge gaps and strengths.  | Track retention behaviors   | Inform Learning Managers with insight to improve LRP and learning strategy  |
| Metric   | <ul style="list-style-type: none"> <li>Number of: <ul style="list-style-type: none"> <li>Users</li> <li>Competencies</li> <li>Awards</li> <li>Flashcards</li> <li>Flashcard Decks</li> <li>Tips</li> <li>Practices</li> <li>Questions</li> <li>Questions by Competency</li> <li>Resources</li> <li>Media (Video and Audio)</li> <li>Documents</li> <li>Web Resources</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>Number of users with one or more practice completions</li> <li>Time spent on practice by day</li> <li>Activity level</li> <li>Earned awards</li> <li>Competency Scores over Time (performance)</li> <li>Average score on practices over time (by Group)</li> <li>Historical trends in competency strength (by Group)</li> </ul> | <ul style="list-style-type: none"> <li>Tips viewed</li> <li>Tips favorited</li> <li>Flashcards viewed</li> <li>Flashcards learned</li> <li>Earned awards</li> <li>Practice Attempts</li> <li>Time spent on Practices</li> <li>Resources accessed (by competency)</li> <li>Percentage of resources accessed by competency</li> <li>Users who have downloaded the program and on what day</li> <li>Average time spent in the Practice (weekly)</li> </ul> | <ul style="list-style-type: none"> <li>Mastery levels achieved</li> <li>Competency with highest number of Mastered</li> <li>Competency with highest number of Not Mastered</li> <li>Individual snapshot of current mastery scores by competency</li> <li>Historical trends in competency strength (by group and individual)</li> </ul> | <ul style="list-style-type: none"> <li>Aggregate Practice Scores</li> <li>Competency Scores</li> <li>Competency Scores (Radar)</li> <li>Average Practice Score, sorted by rank</li> <li>Group (and Individual) historical trends of Practice performance</li> </ul> | <ul style="list-style-type: none"> <li>Tips favorited</li> <li>Performance by Competency</li> <li>Percentage of resources accessed by competency</li> <li>Top 5 questions that have been consistently scored correct</li> <li>Top 5 questions that have been consistently scored incorrect</li> <li>Most accessed resource</li> <li>Most popular question served through the dynamic engine</li> <li>Competency strength at a critical low</li> </ul> |

## Example: “Time Spent on Practice”

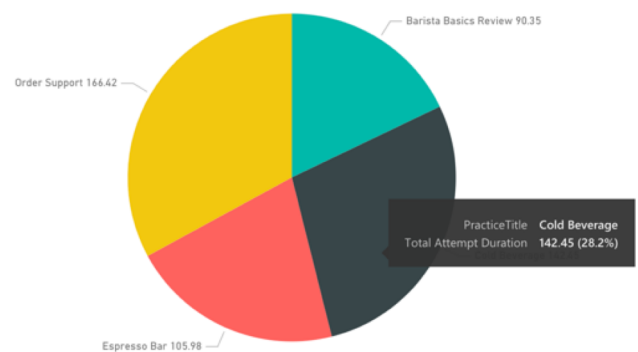
### Engagement Dashboard

#### Implications for learning strategy:

- “Why are learners gravitating towards one topic more than others?”
- “Why are learners spending a lot more time on topic X compared to topic Y?”
- “Does it mean they need more support with topic X or they struggle more with topic X?”
- “How can we investigate further?”

Time Spent on Practice  
MINUTES • REFRESHED: FEB 8, 2018, 11:35:59 AM

PracticeTitle ● Barista Basics Review ● Cold Beverage ● Espresso Bar ● Order Support



## Accessing the App

- Access the app directly from your home screen. App icon can be customized to your organization's branding.
- In-app resources can be directly access through the iOS spotlight search function

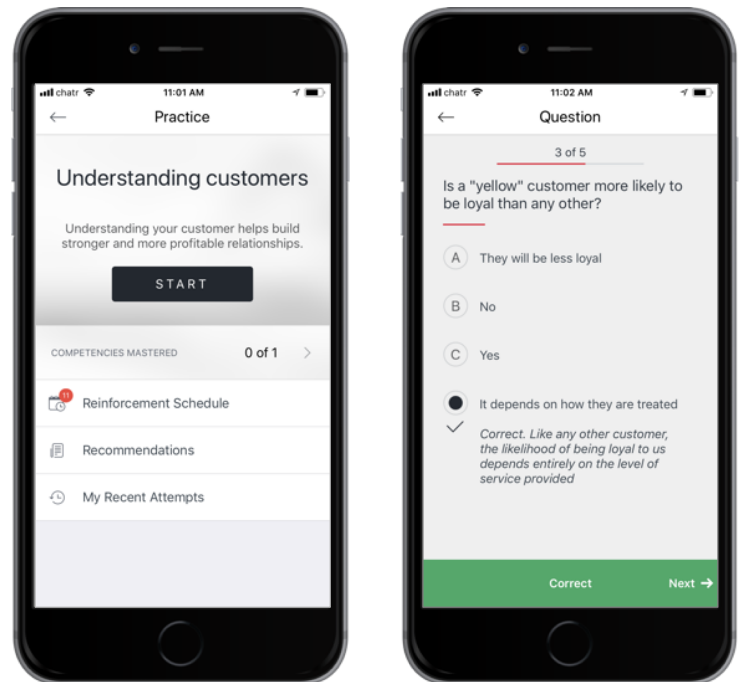




## Practices

Focused on driving learning retention, *Practices* provides users with an environment to bolster areas of identified weakness and/or or learning gaps. It also allows users to schedule practice sessions, depending on their availability.

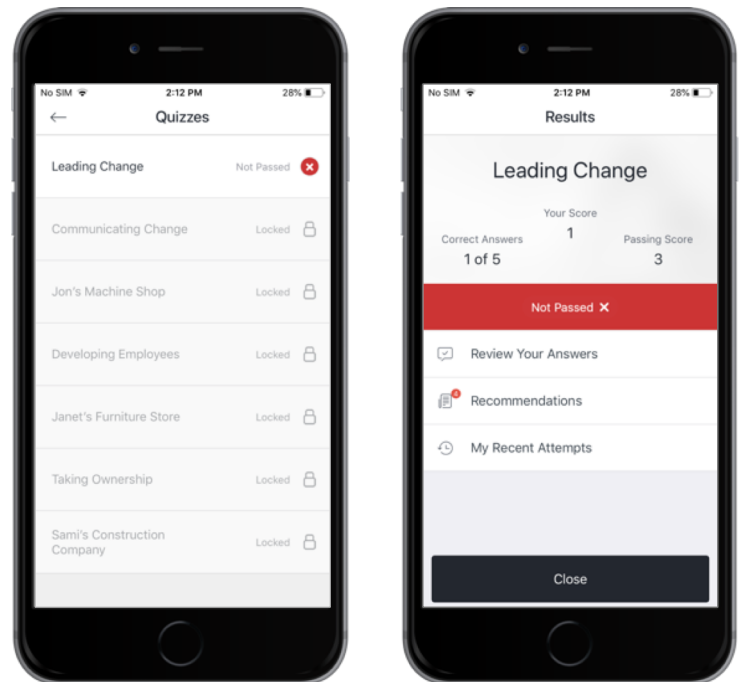
Through adaptive learning, appropriate resources are recommended at the end of each session, based on practice performance.



## Quizzes

Leveraging the same “activities” engine as *Practices*, *Quizzes* focuses on formal knowledge checks through Pass/Fail states.

Ideally used for linear, progress-based learning, as well as for high-stakes subject matter.



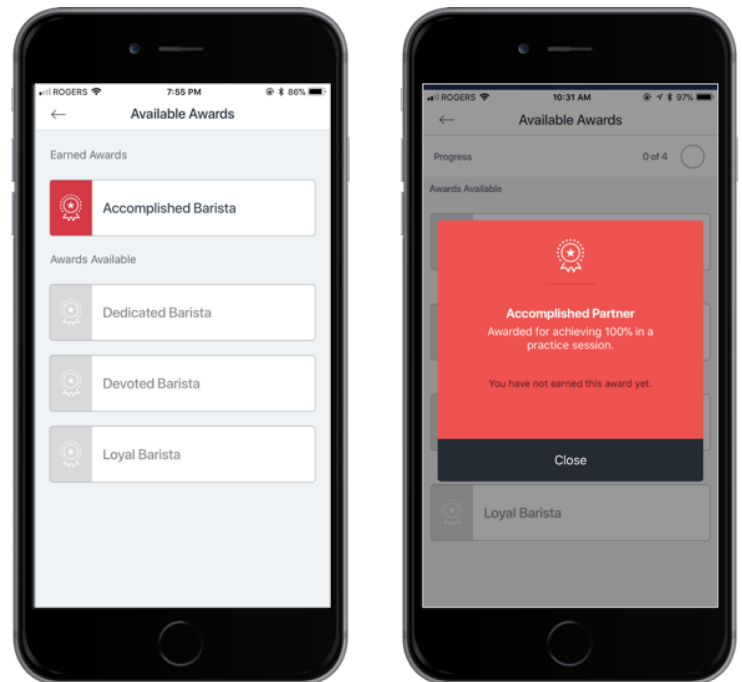
## Challenges

*Challenges* focus on high engagement and competition. Users answer questions to earn points and compete with their peers/teams through leaderboards for each challenge.



## Awards

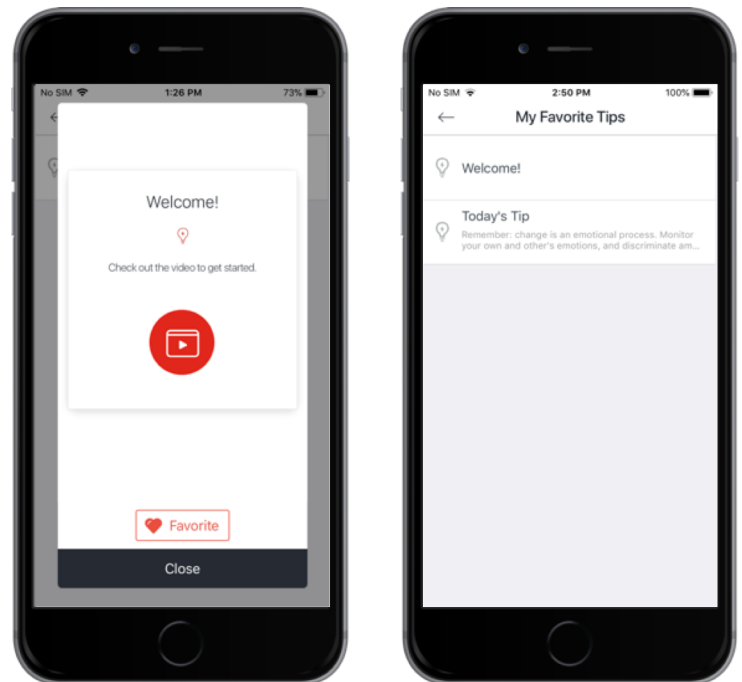
Awards are available to drive engagement and reward employees for performance and ECHO usage. The title, icon and parameters of the awards can be customized. This feature can be structured in a number ways and also be tied in with internal loyalty programs.





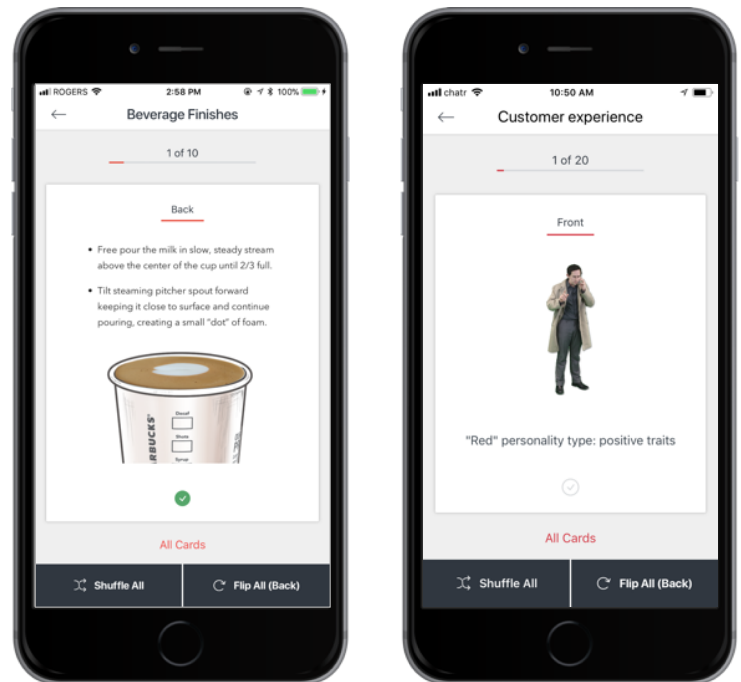
## Tips

Targeted daily tips are sent out to users – because of ECHO's adaptive learning engine, these tips are not random. The tips are individualized and based on the specific learning gap of a specific learner. Tips can also be favorited for later reference.



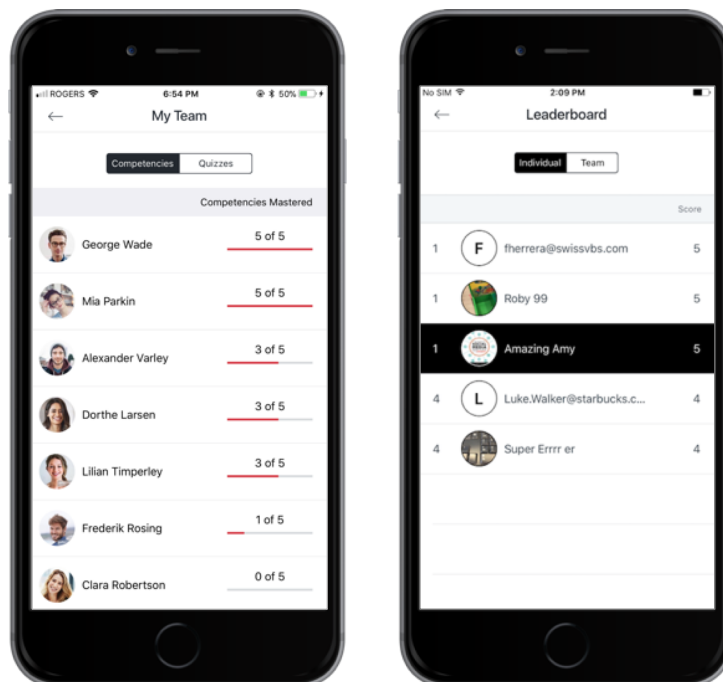
## Flashcards

Flashcard decks are resources that employees can use for self-reference. Each deck covers a specific competency or topic. They can be scenario based and great for just-in-time learning of procedures, process or simply product knowledge. Flashcards can host text or media.



## Teams & Leaderboards

- The “My Team” function gives managers direct line of sight into how their directs are performing. Managers can communicate, coach and create great mentoring relationships with this function.
- Leaderboards (individual or team) are a result of the *Challenge* function, another tool for driving engagement and ensuring that skills are evaluated in a gamified manner that inspires engagement vs. legislating. (See *Challenge screen shots on previous slides*).

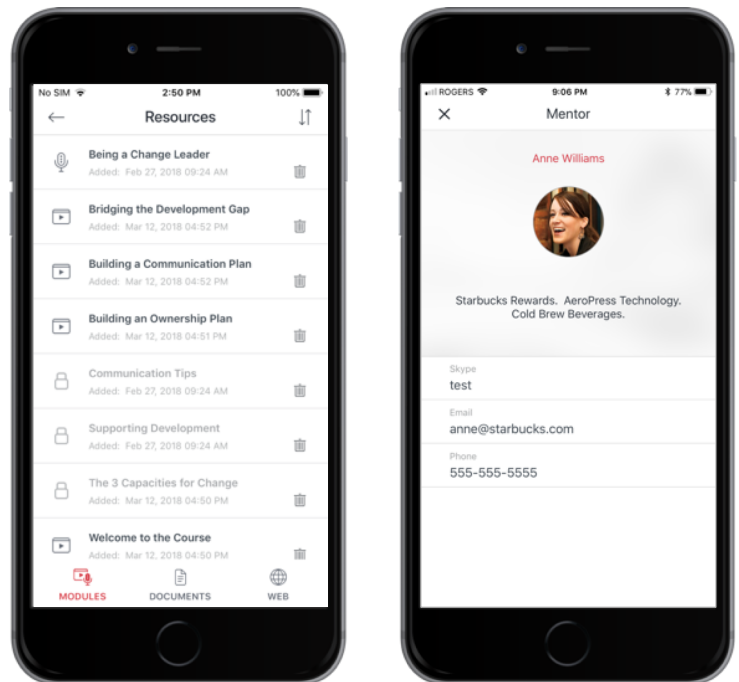


## Resources

Whether employees are engaged in retention or simply in need just-in-time learning, ECHO's resource library is always available to the learner.

Resource can take the form of any modality:

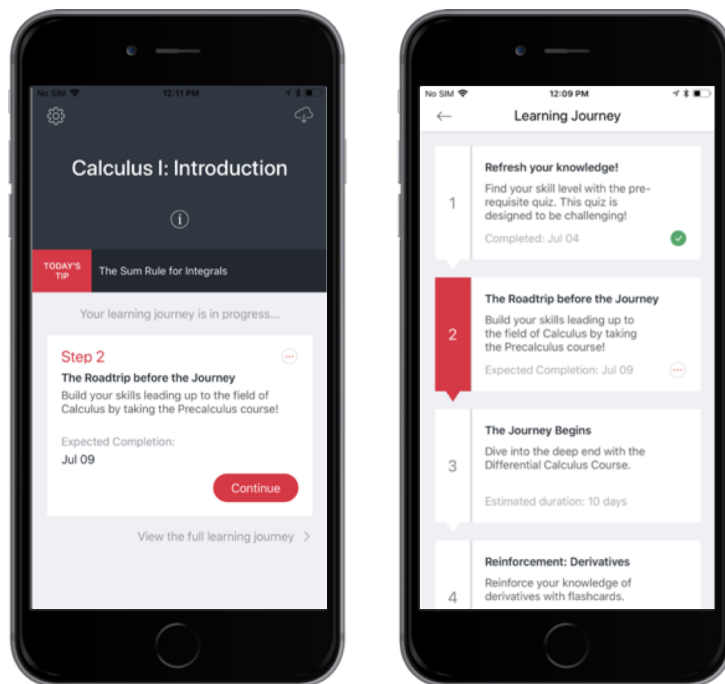
- Media (Video/Audio)
- Documents (PDF, Word, Excel, etc.)
- Web links
- Mentors



## Learning Journeys

A key feature for step-by-step, prescribed learning plans.

*Learning Journeys* let users know exactly what their learning plan is and what is next for them to accomplish (and by when). It's a quick way to navigate to exactly what's next on your learning journey.



## Lessons



ECHO can be used to deploy modular, bite-sized lessons that are self-paced & interactive. Ideal for new learning. Lessons can include any combination of text, media or interactive elements.



# Thank You

For a customized demo presentation please contact  
Obi Ochu [oochu@swissvbs.com](mailto:oochu@swissvbs.com)  
+1416-885-0152