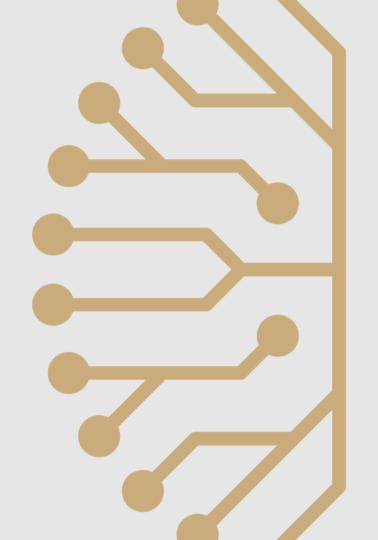
### **Telling Ain't Training!**

Why Interactive Video Is the New "Must Have" LMS Feature







### TODAY'S SPEAKERS



Nick Rini Co-founder & Chief Revenue Officer



J Johnston Head of Customer Success



### DigitalChalk: Top-ranked LMS / Lowest TCO





#### Recognition

- Net Promoter Score (NPS)
  - 50 vs -34 LMS Industry Average
- Customer Retention Rate
  - 95.5% vs 53% LMS Industry Average
- User Support Included
  - What????? Yes



# Approximately how much time do you spend to create ONE FINISHED HOUR of e-learning?

- A. 1-10 hours (28)
- B. 11-20 hours (18)
- C. 21-30 hours (18)
- D. 31-40 hours (14)
- E. 41+ hours (12)





#### Development of Level 1 - eLearning

Overall Times and Ranges



## POLL #1

What source(s) do you use for videos included in your LMS and virtual training? (Check all that apply.)



# How familiar are you with the concept of "Total Cost of Ownership" as it applies to e-learning?

- A. Very familiar (1)
- B. Somewhat familiar (9)
- C. A little bit familiar (13)
- D. Not at all familiar (67)



#### TCO = Total Cost of Ownership

- LMS License
- Learning Content
  - Licensed content
    - Buy "off-the-shelf" content
  - Work for Hire
    - Pay an expert to design and produce customer learning content
  - Self-authored content
    - Buy authoring tools
    - Engage internal or external experts (graphic design, video)



### **DigitalChalk Features**

- Online or live events
- Personalized learning paths
- Social learning
- Gamification
- Teams
- Quizzes
- User Surveys
- Comprehensive tracking

- Interactive video
- REST API v5 Integration
- Test proctoring
- eCommerce tools



# 3 Easy Ways the DigitalChalk LMS Saves You Time and Money on Training:

- 1. Course Authoring and Interactive Video
- 2. Automated Course Registration
- 3. Advanced Reporting



## Live Demo

**A View Inside DigitalChalk** 



### 1. Course Authoring & Interactive Video

- Time-coded checkpoints for interactivity
- Chapter segments for easy navigation
- Pair video-based content with handouts, tests, and more
- Generate custom certificates
- Deliver your course to multiple subsets of users



### 2. Automated Course Registration

- Establish logic-based rules to assign courses automatically
- Assign new courses based on previous course completions
- Assign courses to groups of users on a specific date
- Create a bundle of courses to automatically assign to new users



### 3. Advanced Reporting

- Personalize your reports to only show the data you need
- Have reports automatically delivered to your email each month
- Filter and sort your data before exporting in to Excel for easy use



## POLL #2

In 2021, do you expect your use of video creation/curating in your LMS or virtual training to have:



### Thank you!

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