# WHY HIGH-IMPACT LEARNING TECHNOLOGIES ARE PROVING BETTER OUTCOMES

A Practical Guide to Driving Better ROI in Less Time with High-Impact, Affordable Tools

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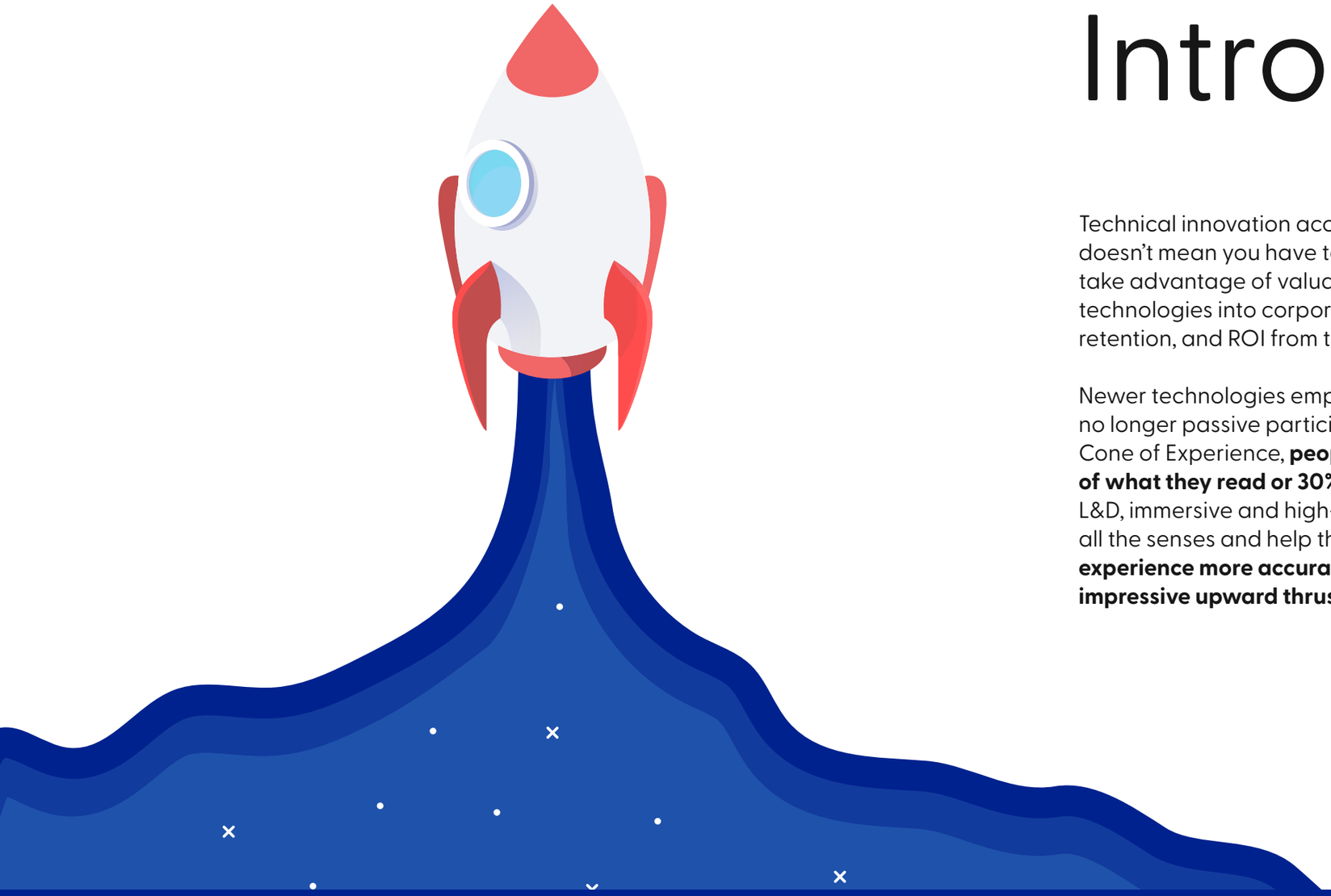

# Introduction

Technical innovation accelerates at an unprecedented pace, but it doesn't mean you have to get left behind—and it doesn't mean you can't take advantage of valuable trends. Introducing high-impact learning technologies into corporate L&D presents unseen levels of engagement, retention, and ROI from training.

Newer technologies emphasize a shift to "learning by doing"; employees are no longer passive participants in online training. Referring to Edgar Dale's Cone of Experience, **people remember 90% of what they do, versus only 10% of what they read or 30% of what they see.** With technical innovations in L&D, immersive and high-impact technologies have the power to stimulate all the senses and help the brain record the activity. **This highly engaging experience more accurately leads to higher knowledge retention—an impressive upward thrust of 75%.**

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The combination of high-impact learning technologies combined with traditional eLearning and ILT is proving to yield better outcomes in employee performance, engagement, and skill development.

Furthermore, the integration of artificial intelligence (AI) into personalized learning experiences has proven to be a game-changer. With AI as our ally, we can enhance productivity, tap into our creative potential, and make better-informed decisions. This is our chance to affordably scale operations like never before.

As the evidence mounts in favor of these revolutionary tools, L&D managers can harness the power of newer technologies to prove better results for L&D investments. Employees are also hungry for inclusive and engaging workplace experiences that lead to learning and growth. By leveraging these new modalities, learners can be efficiently upskilled and maximize their potential.

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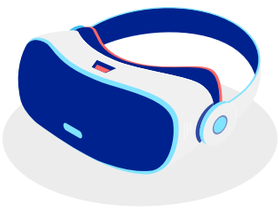
# In this eBook, we put the spotlight on three high-impact learning technologies.

Learning Games and Gamification Strategies



Virtual Reality Training

Audio/Video-Based Practice & Coaching

This is not just an overview of why these technologies and modalities promise better learning outcomes. It is a deep dive into each—its practical use, its potential for scalability, and the ability to drive better ROI in record time. Plus these tools are affordable and seamlessly integrate into your current learning strategy and infrastructure—with the following use cases from some of the world's most recognized brands to prove it.

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Let’s start with...

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# What's the difference?

## Games

structured form of play, for entertainment or fun, and sometimes used as an education tool.

## Gamification

the application of typical elements of game playing (e.g. point, competition, rewards, etc.) to daily activities to encourage engagement.

The primary goal of games is to have fun or for entertainment. Gamification, however, applies game elements, including missions, prizes and leaderboards, and daily activities that motivate learners.

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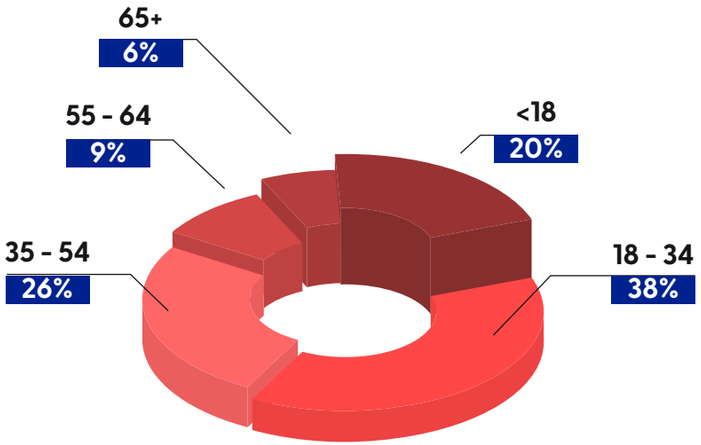
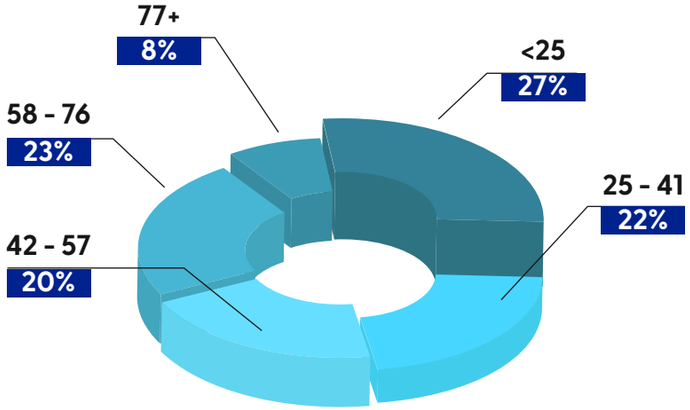
Did you know that there are **3.3B** gamers around the world?

The truth is we are surrounded by games. From Peloton's fitness and scoring model to Starbucks and Prius, slowly yet steadily we are exposed to the thrill of games. And, if you thought games are only for the younger generation, think again!

# Gaming by Generation




Gamers by Age




US Workforce by Age

## According to the ESA, 68% of American Adults Play Video Games*

*Source: ESA 2021 study / US Department of Labor.

There are so many ways games and gamification strategies edutain learners. When learners are engaged, outcomes improve—the data proves it.

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# Why Game-based Learning?

**When implementing games and gamification in a training strategy, organizations can gain an unparalleled advantage from unique features:**

- Platforms like **The Training Arcade®** have a gallery of customizable interactive training game templates, allowing you to build as many games as needed to motivate learners.
- A typical Learning Management System (LMS) allows you to track participation and completion rates, quiz scores, and other training data and analytics.
- Game analytics provide similar levels of detail, with the added bonus that most people play games multiple times.
- Scores, engagement rates, and other game data give you the insights needed to adjust and improve the learning experience.

**See It In Action!**

Experience the power of learning games!

**Play JEOPARDY!®**

with ELB Learning to win prizes

Win Big!

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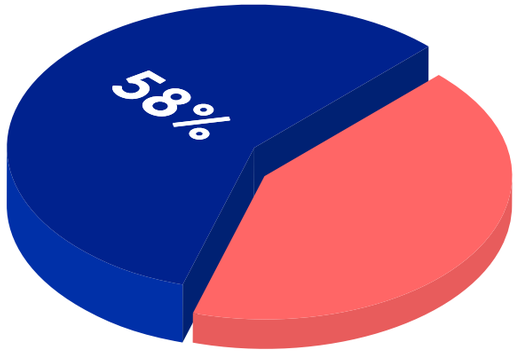
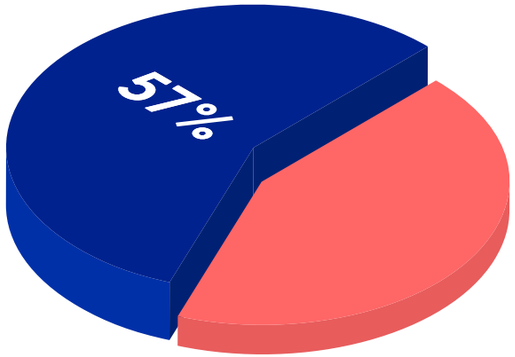
# The results speak volumes!

Results from aggregate data of 2500 games built and used by The Training Arcade subscribers.




Players saw a 58% improvement in kowledge between the 1st and the 3rd attempt at play!*




Players played an average of 1.7X per session session.* *57% of players played 3 or more times!*

# Why Gaming Metrics Matters?

The reality today is that we live in a data-driven world. The more data we can present to managers driving L&D, the better decisions we can make on the training strategies needed.

Data helps identify top talents. Data also helps identify and take corrective action. Further, data paves the way to deliver meaningful learning experiences and improve learning outcomes.

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# How Games Work with an LMS

Games can be easily integrated into your ecosystem, especially with game templates, such as those available within The Training Arcade®. Other ways to maximize engagement with games and gamification strategies include Arcades™, a gamification platform for teams, and even custom-created games.

A learning partner like ELB Learning will be able to easily set you up with your preferred games as a URL, SCORM/xAPI file, or an embedded code. You can also enhance the learner experience with an SSO integration.

Results from games are easy to measure and you can customize configurations based on your needs.

## Here are all the factors that should be part of your gaming experience:

- Option for single-player and multiplayer games
- Leaderboard and comprehensive analytics
- Option to add images or video to questions and feedback
- Supports assessments with analytics
- Production shortcuts, such as copying games for alternate versions
- Option to turn on tutorial and/or game context screen
- Option to limit game time

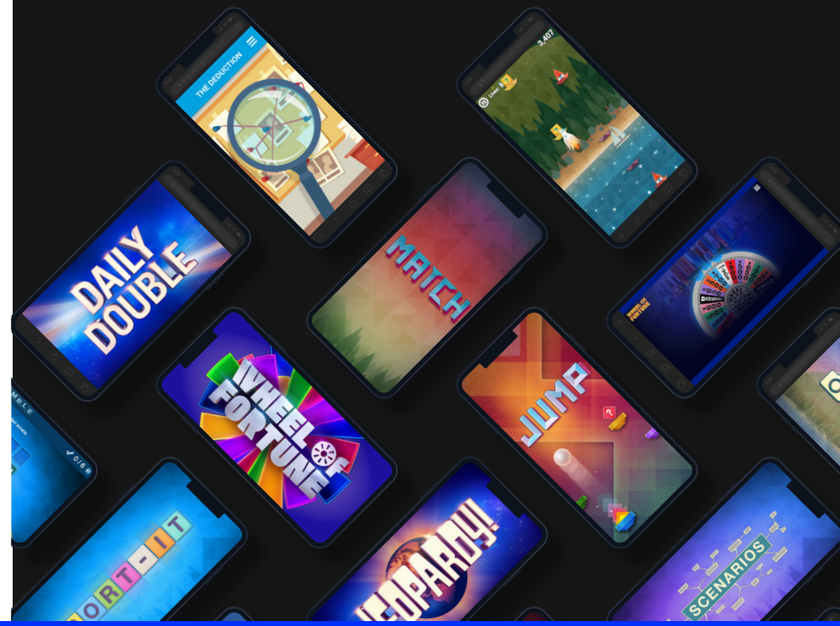
TheTrainingArcade®

Free Trial

Quickly build a game with your content in

**The Training Arcade®**

Get Free Trial

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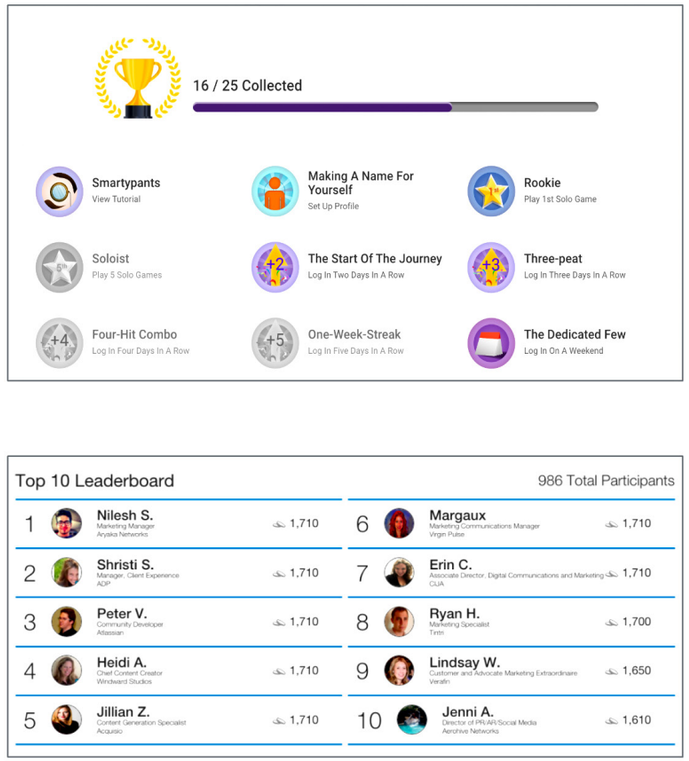
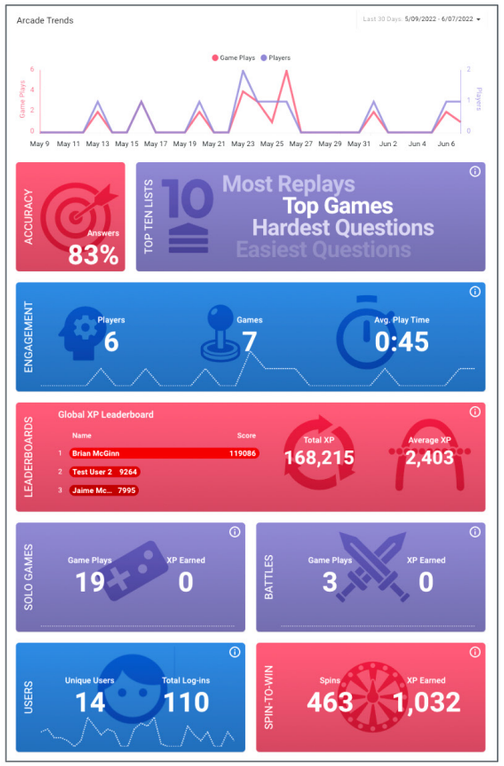
# Sample Dashboard from The Training Arcade®

FOR LEARNERS




**LEADERBOARDS**




**TRAINER ANALYTICS**

FOR TRAINERS

Go beyond scores and discover how high-impact learning technology is helping us learn more effectively.

At a quick glance, identify your top performers and the badges they've accumulated. This is a quick take for trainers looking to maximize results.

**Note for L&D managers:**

## Are you serving chocolate-covered broccoli?

It can be tempting to rely on the gameplay or visuals to engage learners. But, if you don't structure the content in a meaningful way, people will not be able to make connections between what they are learning and how they will use it on the job—often referred to as "chocolate-covered broccoli" or "lipstick on a pig"!

Instead of shoehorning content into a template, choose a game type that effectively supports your performance objectives. When you write the tasks and questions, make sure they are meaningful and relevant to the job. Add questions and tips on best practices to simplify learning and maximize outcomes.

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# Use Case

## IT Cosmetics: Gamified LMS for Product Sales Training

**A gamified Learning Management System used to educate and immerse sales associates**

## CLIENT

IT Cosmetics is a leading makeup and skincare brand under the L'Oréal Group developed with clinical insights from cosmetic surgeons, plus ingredient and skincare expertise from dermatologists.

## CHALLENGE

IT Cosmetics, a division of L'Oréal, needed to find a way to educate its sales teams about its range of products, its value proposition, and how it is weighed by skincare experts. The current lack of knowledge hindered sales from showcasing its range and brand. The company also wanted to implement a gamified, reward-driven Learning Management System (LMS) to fully immerse employees in their brand, mission, and focus on customer touch points around the world.

## STRATEGY & SOLUTION

The main strategy was to build an interactive game environment using a fully customized instance of the **Motivate Cloud** LMS, to create an engaging, brand-specific learning journey for their team. The IT Cosmetics Global LMS is an interactive, game-based training platform that educates sales associates around the globe with micro modules, games, points, badges, and tangible rewards.

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# VR Today

Over the years, the use and understanding of VR have changed dramatically. Before VR course creators, such as CenarioVR®, were available, L&D professionals would have to hand-code an immersive learning environment, but this has since changed.

New VR authoring tools such as CenarioVR have made creating courses in VR exceptionally fast and easy. Moreover, the immersive, high-impact aspects of VR content have unique benefits that conquer specific training needs. This "almost real" environment simulates experiences on the job, helping workers acquire skills in less time without the cost and impracticalities of ILT.

## Did you know that with virtual reality, you can help your employees develop conditioned responses, problem-solving skills, and muscle memory—even before they're on the job?

**Plus, you can eliminate safety risks, save money on travel, and reduce wear and tear on equipment.**

**A study by PwC** found that VR training was far more effective than traditional training methods—like classroom education or self-paced online learning. VR training creates an emotional bond to the content being taught and instills the confidence that employees need in order to best perform their jobs.

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# Why Virtual Reality?

Between research data and multiple success stories from leading brands, the question really is **“Why not VR?”**

### Attention Rate
Immersive learning gets 100% attention.

### Engagement Rate
Immersive learning (including both VR courses and games) is “stickier” than other forms of learning due to its impact.

### Retention Rate
VR learning has shown an 80% retention rate 1 year after training, whereas traditional training achieves 20% after 1 week.

### Freedom to Fail
Mistakes made in virtual reality are mistakes not made in reality.

## Let’s debunk some common myths surrounding VR:

| MYTH | FACT |
|---|---|
| Immersive content takes too long to produce | Not all VR courses require extensive production and development. New features such as the AI image generator in CenarioVR can create a 360-degree scenario without picking up a camera. Once you have images and video, a VR authoring tool works just like any other eLearning authoring tool. |
| The cost of VR training is prohibitive | Between $200 cameras and AI tools that can generate 360-degree scenes without filming anything, the cost of producing VR is cheap compared to in-person learning. Moreover, AI tools make it easy to create a pilot to test ideas even before production is planned. |
| Custom programming is needed | 360-degree videos and images can be just as effective as full 3D environments. |
| Distribution of immersive content requires headsets | While headsets make the experience more immersive, you can still deliver immersive content to smartphones, tablets, and browsers. |

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**L&D Managers:**

## Do you understand when to use VR training?

Here's an ebook that gets you to **rethink procedural training with VR.**

## Or, are you just getting started with VR, and want to gain more expertise?

We've got you covered with **this ebook.**

### See It In Action!

Transport your learners anywhere with immersive learning.

See how easy it is to build with a **free trial of CenarioVR,** the easiest VR authoring tool imaginable.

Try It Free

# Sharing & Publishing VR Content

**The possibilities are endless. Publishing VR content has never been easier!**

| | | | |
|---|---|---|---|
| Publish in a click, and host anywhere. And, with CenarioVR hosting, you get access to more benefits. | Increased speed with CVR's high-bandwidth content delivery system. | xAPI tracking with built-in Learning Record Store (LRS), dashboards, or external systems. | Detailed analytics for VR usage. |
| Compatible with any SCORM-based LMS, plus xAPI, HTML, SCORM, & cmi5. | Host on multiple platforms (desktop, mobile, web, headsets, Igloo) with or without headsets! | 1-click publishing to Rockstar Learning Platform, Arcades & Docebo. | Native apps in headsets. |
| Windows Offline mode for access without the Internet. | Publish projects in Private Mode for maximum security. | Can be embedded in any authoring tool. | |

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# Use Case

## Fendi: Immersive Learning Solution for In-store Employees

**Health, safety, and security training for employees that drastically reduced in-store theft and saw new levels of learner engagement and course competition.**

## CLIENT

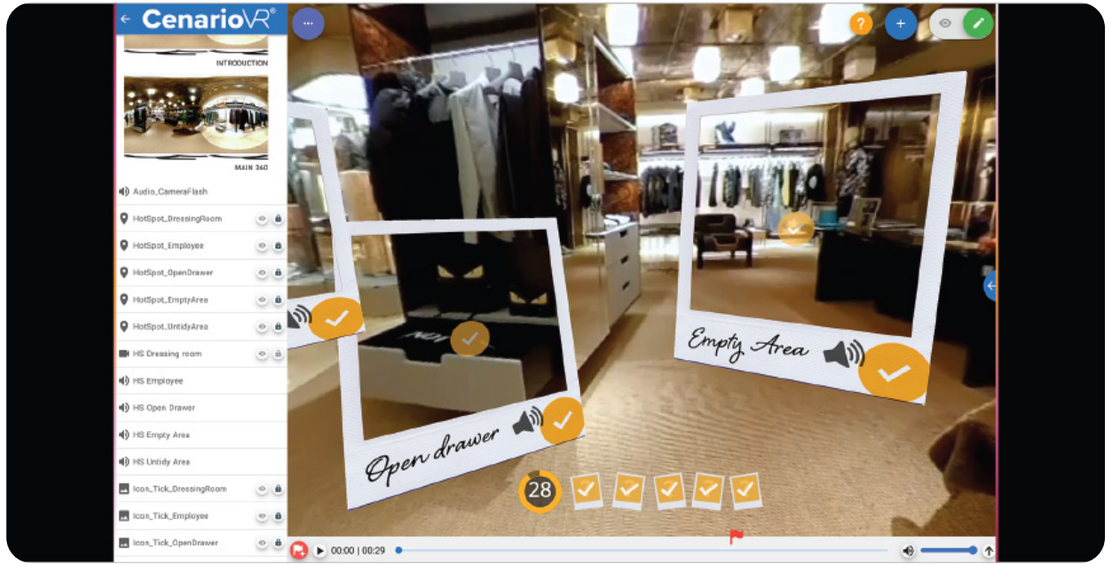
Founded in 1925, Fendi is an Italian luxury fashion brand with around 280 stores worldwide.

## CHALLENGE

Fendi wanted to deploy a mobile-based health, safety, and security training program for its front-of-house staff. The chosen topics were fire evacuation, fire risk, first aid, housekeeping, manual handling, opportunist theft, professional theft, security, and terrorism.

With over 1800 customer-facing staff, speaking 11 languages at 280 stores worldwide, a standardized and efficient way to develop employees' ability to manage critical situations was sorely needed.

Between high employee turnover and the challenges of training a globally dispersed staff in person to handle health, safety, and security protocol, in-person training was too expensive and inefficient, especially during a pandemic.

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# STRATEGY & SOLUTION

Video Interact in London was hired to create the course for Fendi. Video Interact visited a Fendi location, attended their in-person security training, hired a cast, and began shooting for the scenarios. Filming was done over 6 days in the evening after the stores were closed. Around 25 hours of raw footage was captured.
Because of the high retail value of Fendi's products, reducing theft in a meaningful way has a significant impact on the bottom line. The approach was to use video as a means to engage the learner.

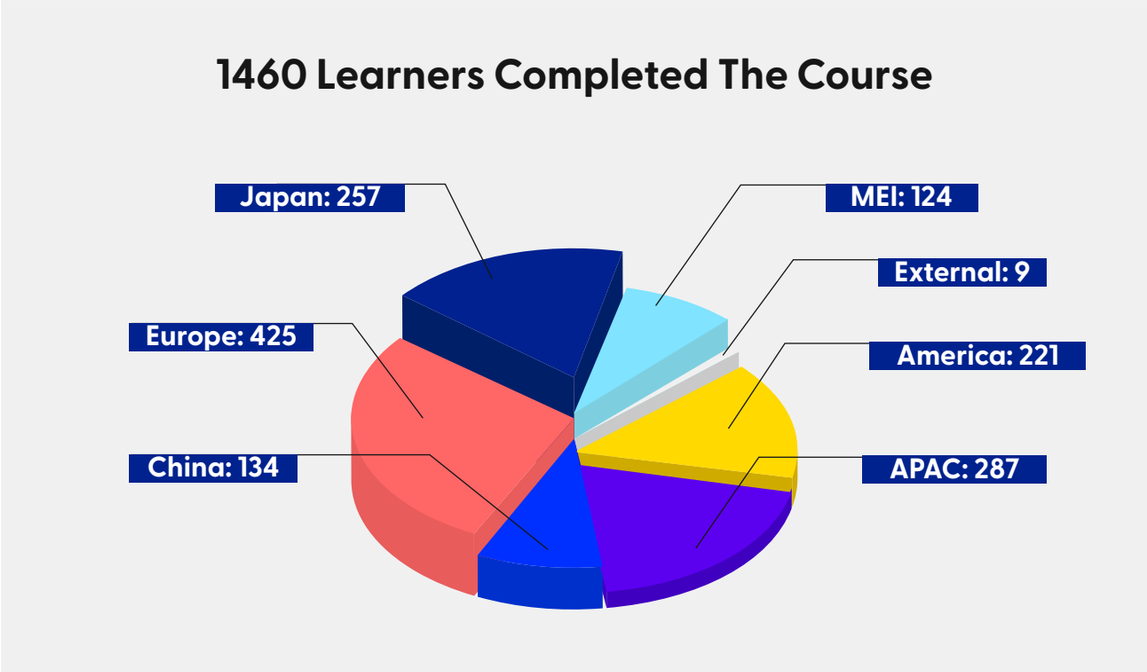
The course was developed using Lectora® Online and CenarioVR, and deployed using Moodle.

Assessments were part of an interactive 360 video environment simulating the retail floor. In this immersive environment, employees could move images around with their fingers to select shoplifting risks. The course and modules were mobile first in every respect—everything had to work intuitively on touchscreen, small mobile devices.

# RESULTS

Nine microlearning modules were delivered to employees' smartphones, making it easy to consume them during slow periods on the retail floor. The entire course can be completed in 40 minutes.

Learners are required to progress by completing the modules in order. For example, learners had to identify a series of theft risks around the store, such as open drawers by clicking on the touchscreen. This made the mobile course engaging and convenient while standing around the retail floor.




- The course reached **80%** of its target audience globally within 6 months of launch
- Since implementation, thefts were down by **55% in number and 40% in value**
- The course garnered a remarkable **400% ROI**
- Measurable engagement was also recorded with xAPI using CenarioVR's platform

WATCH VIDEO

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# An award-winning product

## More examples of using VR to create high-impact learning outcomes

- Construction Site Safety
- Healthcare Emergency
- Manufacturing / Parts Assembly
- Fire and Rescue
- Hotel Safety

## Want to see more?

Request a demo and see how you can effortlessly transport learners anywhere!

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# The Power of Video-based Practice & Coaching

Perfect practice makes perfect—and video-based learning is an ideal way for learners to practice! As part of a guided course or during solo training, practicing is essential for perfecting skill development, enhancing performance, building confidence, and achieving goals.

Seeing is believing! Actively recording and documenting learning wins hands down over passive learning. Aside from perfecting better communication skills,  employees, mentors, and even AI can evaluate non-verbal cues, gestures, voice tone, and body language. With video and audio-based assignments, learners can record themselves and get feedback from both AI and mentors, allowing them to spot mistakes early and have enough time to learn from their faults and practice again!

Plus, asynchronous audio/video-based learning helps employees practice at their own pace and convenience. By leveraging AI metrics to guide their performance, they can also ease mentor's workloads.

With Rehearsal, an audio/video-based practice and coaching tool, learners take more than **5 attempts** on average before submitting their video for mentors to evaluate!

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# Why Video-based Practice?

## Boost Sales in Record Time

For a sales organization, speed to market is everything. Quickly gain product knowledge and hone proper messaging to sharpen the elevator pitch. Between expert coaching, mentoring, and the guidance of AI feedback, sales teams can reach their goals quickly and reduce lost opportunities.

## Architect a Winning Performance:

With video's high impact, learners can master storytelling, tactfully deliver difficult feedback, meet compliance regulations when communicating, and elevate their communication skills overall. Winning examples can also be shared with other learners and saved for reference within designated groups or "channels" in Rehearsal, a video-based practice and coaching tool by ELB Learning.

## The Power of Collaboration:

Scale training with ease and discover the power of social learning. Offer support through how-to and just-in-time videos, inspire through best practices, and build teams.

## Maximize Return on Investment:

Reduce training costs, reduce travel, and scale training efforts without increasing costs. Asynchronous training and AI make it happen!

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Relationship managers using Rehearsal more than doubled revenue and boosted sales to **102%.**

CHESTERTON
Global Solutions, Local Service.

With the use of Rehearsal, sales managers were upskilled **30-40%** faster & increased revenue by **10%+** within a year.

# Rehearsal

## Get the Best of Both Worlds with Audio & Video Coaching

Mentor Coaching + Solo Practice with AI

See Rehearsal in Action

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# Add Flexibility & Scalability to Your Learning Environment

Video-based practice & coaching offer the convenience and flexibility of asynchronous training & AI for affordable scalability. Plus, you can decide how these high-impact technologies can be woven into your learning environment—standalone or integrated within an LMS.

Having mentor-based feedback has been popular in L&D, and now practicing solo with AI support can upskill workers faster, more affordably—and even surmount language barriers. Leverage the power of AI to generate feedback and scale training efforts. AI feedback can be based on the presence of required keywords or those prohibited when A/V files are submitted for review. Aside from automated transcription, detection of languages spoken, and instant translations, AI can also evaluate other performance metrics including average pace, time paused/quiet, and filler words used.

When configured by an admin, **Rehearsal** can also adapt to learners' unique learning styles, needs, and preferences by creating personalized learning paths with structured content branching. Progress can also be documented to track performance and see which assignments get the best results. To further evaluate trends, data can be exported for further mining and business intelligence.

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# Use Case

## Verizon: Using Rehearsal to Train Telecommunication Reps

**Efficient and scalable solution to train retail sales teams on new products and features.**

### CLIENT

As a global telecommunications company that prides itself on innovation, Verizon is constantly creating new products and services to deliver on its promise of the digital world to its customers.

### CHALLENGE

With more than 1600+ retail outlets in the U.S. Verizon needed to find a scalable model to deliver new product information, train its employees, and ensure that each and every employee understood how to explain new product information to its customers. Verizon was determined to help its salespeople understand new products and new features in a way that was simple, effective, and at an accelerated pace while overcoming global language barriers.

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# STRATEGY & SOLUTION

The Verizon Learning and Development team turned to Rehearsal by ELB Learning. Rehearsal's virtual, asynchronous, video-based, and mobile-friendly platform allowed Verizon to reach employees in all locations and at the employee's convenience.

Each time an employee submitted a video response to a scenario, an assigned coach was alerted to the new response and provided the employee with tailored feedback. Rehearsal's alert system kept the learner, manager, and coach (if different than the manager) accountable to the training process.

# RESULTS

The group of 515 employees who completed two or more video role plays with the Rehearsal Practice Platform showed a 71% increase in gross adds over groups that received training alone. This increase added $1.39M in revenue over a 3-month period.

**READ MORE**

## Training with Rehearsal Yielded...

| $1.39M | 71% | 749% |
|---|---|---|
| IN ADDITIONAL REVENUE | INCREASE IN ORDERS | RETURN ON INVESTMENT |

**423**
Employees Received No Training (control group)

RESULTS

**-$871**
New Revenue per Sales Employee

**440**
Employees Received Training And No Rehearsal

RESULTS

**$3,802**
New Revenue per Sales Employee

**515**
Employees Received Training And Rehearsal

RESULTS

**$6,494**
New Revenue per Sales Employee

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# More examples of using video practice to create high-impact learning outcomes

3M

- **Improved sales performance** in a complex clinical environment

PAYCHEX®

- **+8%** Retention
- **+10%** Revenue
- **+41%** Speed to competency
- **-68%** Travel Expenses

edmunds

- The best performers had received constructive coaching through Rehearsal from their mentors!
- Reps re-recorded an average of **6 times** before publishing.
- **102%** sales revenue more than doubled in one month!

Expect Better Results in Less Time with **Rehearsal**

Request Demo

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