

Technology Enabled Learning Excellence

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REIMAGINE YOUR LEARNING STRATEGY WITH INTERACTIVE VIDEO

Interactive video for impactful learning experiences

Jennifer Darrouzet

Reimagine Your Learning Strategy With Interactive Video

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By Jennifer Darrouzet



Video gives training professionals the means to be anywhere at any time. It allows you to modify and distribute content in an instant, and distribute it to anyone.

But that's only the beginning of what video can do to reinvigorate your learning strategy. Take video training to the next level with these four tips:

1. Get Creative with Interactivity to Increase Video Engagement

Let's face it. Not all training content – even videos – puts trainees on the edge of their seat. Interactive video encourages trainees to be participatory not passive, and allows you to embed any number of actions that you want the viewer to take directly on the player, such as:

- Stop and choose a training “path”
- Pause and answer a question
- Prompt him/her to view the next video or take a quiz

And let's not forget gamification. Gamification is a huge trend in training, and interactive video takes it to a whole new level. With the viewer in control and deciding what happens next, it's easy to create game-based learning experiences with incentives and rewards.

2. Remove Barriers by Delivering Video to the Systems where Employees already Work

Integrating video into an LMS system is extremely beneficial. But the reality is that most people you train work in another environment.



Asking them to switch screens or check email in order to follow a training program is cumbersome and often leads to distractions or inattentive viewing.

With a true interactive video platform, you have the flexibility to stream video into any system of record – CRM, ERP, marketing automation – in addition to an LMS. That ensures your videos are proactively delivered to the right participants rather than relying on them to seek out the video content themselves.

3. Ensure Relevance with just-in-time Video Delivery

For video training to make the most impact, it has to be in-context. In other words, if you are training someone on content that is irrelevant to their current needs, they will most likely not retain that information.

Analyst research has shown that interactive video generates completion rates above 90 percent — often with repeated views for the same video as consumers explore all paths of the interactive story-line.

New product training? New customer case study? With interactive video, you can serve up real-time videos relevant to a deal, current event or other circumstance through your existing LMS, CRM or other solution. This significantly improves video views, completions and content retention.



4. Prove the Value of Training by Connecting Video Analytics to Business Outcomes

Aside from the number of views, a linear video reveals little about the behavior of the learner. A true interactive video platform passes data back to your existing systems, so you can get real-time data on:

- A participant's performance or mastery of content
- Course assessment to understand what content is working, or not
- Feedback and evaluations within the video learning experience or immediately upon completion

Most importantly, you have tangible proof of training's impact on the bottom line. Passing video consumption and interaction data back to existing business systems connects the dots between learning and business outcomes such as increased revenue, productivity and market share – as well as decreased errors, costs, customer churn and risk.

What are the Best Use Cases for Interactive Video Training?

Some of the most compelling use cases for interactive video in training and L&D include: imparting corporate culture, onboarding, peer-to-peer or subject matter expertise training, and behavioral training.

Take behavioral training for example. Video can be a hard substitute for behavioral training because it often requires in-person role-playing, demonstrations or modeling. Interactive video allows you to create virtual role-playing scenarios and evaluate viewer responses at the same time.

From sales and product training to customer and partner training, interactive video transforms the video experience from a simple monologue into a rich interactive dialogue. Launching a new product? Here's your video. Updating services pricing? Here's your video. Looking for technical support info? Here's your video.

The breadth and depth of information available through interactive video can help users get up to speed and achieve success more quickly and easily, leading to greater satisfaction, productivity and organizational loyalty. **TEL**

Note

1. Forrester Report: Best Practices: Leveraging Live Streaming And On-Demand Video In The Enterprise Communications, Training, And Collaboration Dominate Usage Scenarios January 27, 2012, Philipp Karcher



Jennifer Darrouzet is an Enterprise Video Solution Architect at uStudio. She has more than 15 years of experience developing, launching and marketing SaaS software products, where she specializes in connecting the dots between new technologies and business outcomes.

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