

Brainshark for Corporate Learning

Companies in all industries are now using both formal and informal learning methods to train new and established employees. Brainshark customers have implemented a range of programs that quickly and cost effectively deliver training to employees to address regulatory changes, certification needs, HR topics, sales processes, product updates and more.

Inside you'll find six of these stories that tell the tale of our clients' creative training programs in their own words...not ours. Customers describe the ease of implementation, content creation, distribution, tracking and re-purposing of existing materials. This allowed them to save money and reduce the amount of time spent creating the best possible learning experience, earning them enthusiastic feedback from their trainees!

You will learn how a range of companies met their goals and, encouraged by their results, took on more challenges. You'll also read about how others in the organization learned about the successes of the early adopters and helped the solution "go viral" around the company.

We hope you enjoy the success stories inside!

Accelerating training, content creation and distribution

Training Professional, Large International Computing Company

One of the really important needs that we have when it comes to training our employees is training effectively in the shortest amount of time. We were looking for self-paced and visually appealing modules with detailed reporting levels and the ability to make changes and updates quickly and on the fly. This is hugely valuable to a company like ours.

All the issues we had were solved with Brainshark. It's got a user-friendly database of training to get my team up to speed on the tool quickly. It has the ability to integrate any multimedia element. The easy distribution wows us every time and doing it all in minutes rather than hours! For us, it was the right time and the right place for a tool like that. We use it mostly to train our sales team, but ultimately we'd like to use it to market to customers too. Our sales force tends to require quick-response training. Brainshark fulfills that need and adapts well to their lifestyle.

We're saving a lot of time and money with Brainshark. We base most of our training on simulated customer scenarios. Typically we would have a day of filming with actors performing various sales scenarios. We would then embed the videos in our blogs or have an online discussion about them. That cost us thousands of dollars. Plus, we had to review these gigantic files; it was a multi-week process.

Right out of the box, we started creating the same concept in Brainshark. We had the same deliverable in a week, reducing our time invested by 5. It cost us very little compared to the tens of thousands we were spending on video and a team of outside developers. The difference was huge and immediate.

Brainshark makes creating easy, reporting easy, but if you're just bringing in standard wordy presentations, it's still going to be a standard wordy presentation. Think of it as a little movie. And shorter is always better.

As Mark Twain said, "If I had more time, I'd make it shorter."



"We were looking for self-paced and visually appealing modules with the ability to make changes and updates quickly and on the fly."

Adapting a single training solution for uses around the globe

Web Services Specialist, Large Multinational Corporation

I work for one of the largest international corporations in the world, employing over 50,000 at 188 sites in 35 countries across the globe. We currently use Brainshark to assist our digital communications. My plan is to use Brainshark for everything.

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The Brainshark development team is exploring the possibility of importing one of our outdated and hard-to-use online training and certification programs into Brainshark to create an easy-to-use, self-paced training program with mini-quizzes and a 50-question final exam.

We plan to take our digital communications to the next level and increase employee and client productivity, morale and effectiveness.

Brainshark is a great solution and is going viral across our organization. People use it not only for informational presentations but also with almost all forms of internal and external communications, including:

- Internal corporate news, policies, events, and benefit information
- Conference call and seminar follow-up
- Product information, training and updates
- Technical lab reports with attached spec sheets and new R&D products



Training made easy for a diverse audience

Communications Manager, Risk Management Company

I am a Communications Manager for a risk management company and I have struggled with providing training materials to our national network of clinics. My audience is unique in that their technical savvy runs the gamut from having software programming degrees to not knowing how to open an email or copy and paste.

We tried various communication methods including webcast meetings, which proved to be time-restrictive, technically unstable, and inevitably 10% of our network could not attend. We tried one-on-one phone trainings, which proved time consuming when having to make over 200 individual phone calls. We even hired outside vendors to host online training courses but distributing logins and being charged 'click fees' was burdensome and costly.

Then we found Brainshark and I was lucky enough to be the first in the company to take it for a test drive. After reviewing a few tutorials, I uploaded my first presentation and followed the easy onscreen instructions to record audio. I was immediately hooked! The benefits are almost too many to name in one post.

- Upload content in multiple formats
- Distribute the presentation links in emails
- Add password protection
- Easily edit presentations
- On-demand user access
- Viewer behavior reporting

In the risk management industry, regulations and technology often changes on a weekly basis. As such, it is imperative that the information, tools and resources that I distribute to our network are timely, efficient, and user-friendly. With Brainshark, I have the ability to create and edit presentations that are appropriate for a wide audience with vast differences in learning styles and technical savvy.

Brainshark saves me time and makes my job easier!

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Boosting sales team test results with on-demand training

Training Professional, Biopharmaceutical Company

We needed to efficiently and effectively test and educate our staff of 120 sales reps and managers.

Typically, we would achieve this in an off-site meeting in Key West. Prior to the meeting, sales and marketing execs would pre-record a 2-hour live meeting session to level-set before live discussions.

However, this approach proved ineffective as no team present scored better than 50 percent in a post-meeting test. That simply wasn't good enough.

We were able to do better with Brainshark. Switching to on-demand video allowed us to set "foundational learning" in advance of sales meetings, product updates, and distributing selling tips. We were able to know which reps were truly ready for the off-site meetings.

We found that employees are able to learn at their own pace at their convenience and have access 24/7 for refresh for complex product information. Retention increased as well as test scores.

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Incorporating eLearning within existing processes

Michael G. Basak, Senior Manager, Menlo Worldwide Logistics

In 2007-2009 Menlo Worldwide Logistics made a serious investment in developing and standardizing a process to guide customer start ups in our organization. Although Menlo has a sophisticated process site, we had no training program around the process.

So in 2009, Menlo formed a kaizen team in order to develop a solution that would apply the best methodology and technology on the market, and that would allow us to meet several key requirements.

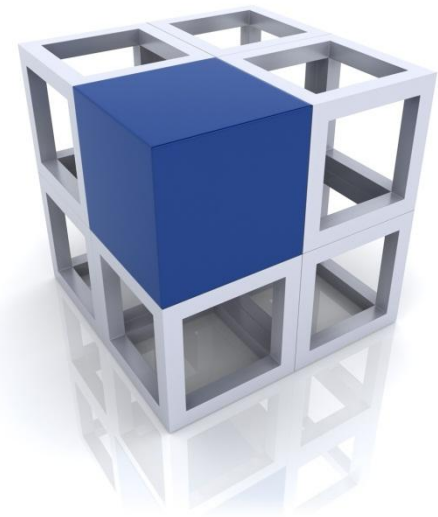
After surveying the market, Menlo decided to utilize Brainshark, which was under subscription with our parent company Con-way Inc. We found that Brainshark met all the requirements we needed.

To take it a step further, Con-way has integrated Brainshark into the company's PeopleSoft human resources management system. The benefit of this integration is that once a training module or course has become "official," and once the Brainshark module has been successfully completed, corporate training records are automatically updated to register the employee's completion of the Brainshark course.

The other exciting technical aspect to the Brainshark training modules is we have taken the links from Brainshark and have integrated them into our Sharepoint portal to create an automated training matrix based off role in the company.

So whether you are a C-level executive, an Application Engineer or any job in between, with a click of the button, Sharepoint will display the recommended Brainshark modules appropriate for the individual's role in the organization.

"Brainshark met all the requirements we needed"



Expanding beyond training to business communications

Jessica Braggin, Global Manager, Novartis OTC

“Brainshark has seamlessly integrated into the business because of how easy it is to use.”

Brainshark has been a “game changer” for our company in 2011. It has been an evolution of communication since the boring, old typical email and “snail mail” times. Now we are able to communicate faster with our internal employees and external stakeholders and customers in real time.

Within the first six months, 144 active Brainshark users around the globe created over 570 hours of content with 2,337 views. Impressive for a company who feels they are “technically challenged.” Brainshark has seamlessly integrated into the business because of how easy it is to use.

Here are just some of the ways our organization is making an impact on the business, saving time and money.

- Legal & Regulatory Training & Certification
- HR System Training
- Sales CRM Systems Training
- Customer Presentations
- Marketing Product Cycle Communications
- Sales Training & Strategy Communication
- Medical Updates

The most important Brainshark functions that have been utilized so far have been: mobile device usage, inviting other speakers to present information, reporting & quizzing, and privacy settings.

I look forward to continuing to find ways to integrate Brainshark into our business because time is short and people deserve to get the best communication possible for all and any information.



Increasing compliance and lowering costs

Training Manager, Human Services Company

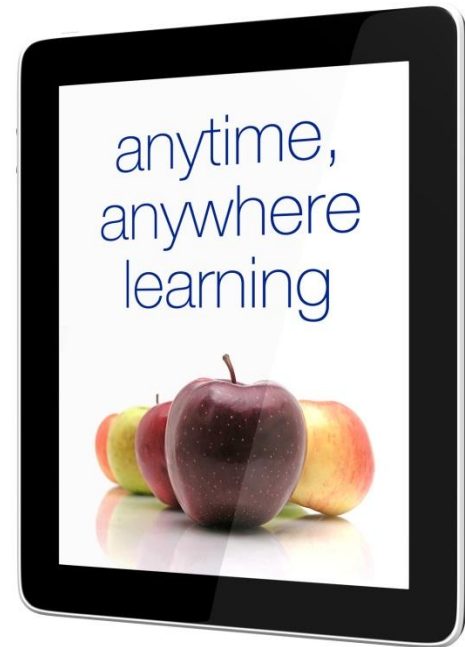
Brainshark has saved us a lot of time and as a result, a lot of money. We are a human services company so there are many regulatory training courses that we need take each year. In the past, these trainings were only available in classroom style trainings, which left us with a lot of challenges. Staff who worked weekends and overnight shifts couldn't make it to their scheduled trainings. Most of our trainers were also managers, so their availability to conduct trainings was often limited. Sometimes we'd have a class scheduled with participants—but no available trainer. Many of our programs are in homes and small office buildings, so finding space for the training class was hard to come by.

In 2008 we started to use the Brainshark program for our annual trainings. The Brainshark eLearning made a world of difference to our company. Since the trainings are available 24/7 it solved many of our scheduling conflicts. Now, whether a staff member is on shift at 3 am or 3 pm, he can take the online training and get his recertification up to date. Our staff appreciates this flexibility since they will be suspended if they have any outstanding training courses. Now it's as easy as sitting down at the worksite computer during their shift.

Brainshark has eliminated the need for us to travel. We have over 200 programs, and there isn't always a trainer or training space available at each site. With Brainshark, staffers don't have to go any further than their worksite computer, so the savings on mileage and travel expenses have been tremendous.

The time savings that we've had since putting our annual training online have been incredible as well. The online classes cover all the same content, yet they only take one-third of the time that the old classroom versions required. We love that these trainings now send a clear and consistent message across the whole company.

Thanks to Brainshark, our compliance stats for the annual trainings have never been higher!



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