VYOND

eBook

How Vyond Helps Large Organizations Drive Incredible L&D Training Results

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The problem with status quo L&D video production

Most L&D teams understand that video is a more powerful delivery system for mission-critical training and enablement content than sharing static PowerPoint presentations and PDFs.

But legacy approaches to video production often prove time-consuming, expensive, and difficult to scale. Even more importantly, the finished products often fail to engage employees enough to drive real behavior change.

For many enterprise companies, Vyond's easy-to-use video animation creation software has been a game-changer. Not only are they saving millions of dollars in production costs by creating content quickly themselves, their employees are more consistently interacting with the content and gaining the new skills they need to succeed. (In fact, in a single quarter, our enterprise customers saw 130% more engagement with Vyond than with legacy solutions.)

Curious how Vyond might help your company reach its L&D training goals?

Read on to see how these five large companies successfully used Vyond—and why **65% of the Fortune 500 is already on board**.

1 Providence Health created just-in-time augmented reality learning

For years, Providence Health created comprehensive training courses that saw high participation rates but received a lukewarm response from their employees.

How Vyond helped

To boost engagement, Providence Health enhanced its in-person, instructor-led training with augmented reality (AR). Trainers would distribute image cards that linked to an animated video created with Vyond that played when learners scanned the image with their phones. These videos showed common office scenarios such as professional development conversations with employees that provided managers with helpful advice to use on the job.

Additionally, they displayed fliers with QR codes on a bulletin board that managers could scan to receive useful information, like advice on how to run one-on-one meetings with caregivers.

This approach was a huge success. Johnny Hamilton, Providence Health's Senior Learning Designer, says, "Managers found this new training modality highly engaging and were extremely focused on the content." Specifically, his team found that 80% of employees played the videos, and average engagement was 78%.
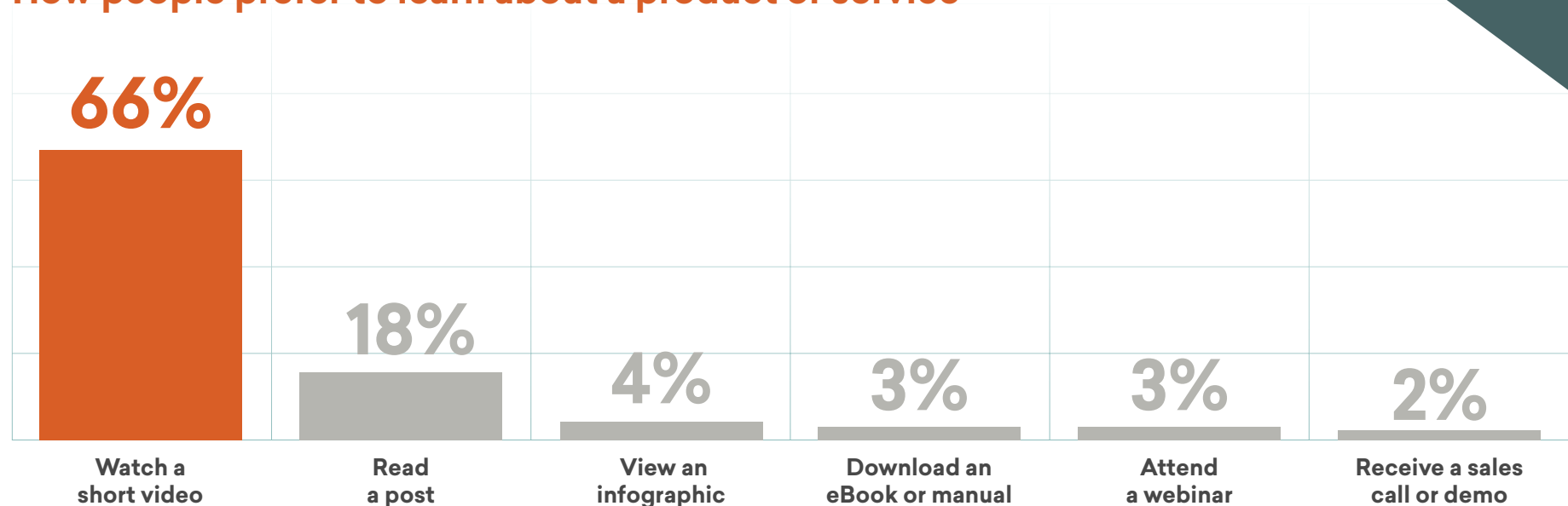
The short length of the videos also likely boosted engagement. According to instructional design director Elise Greene Margol, organizations that combine hands-on activities or simulations like AR with microlearning (information delivered in short, easily-digestible bursts) are more likely to produce highly effective courses.

Providence Health's AR animated training certainly supports this theory. The data showed that 25% of their employees closed the bulletin board's videos after 120 seconds, so Providence Health plans to cap any future videos at the two-minute mark.

BONUS TIP

Track which day (or days) of the week your employees interact with your course material the most; for Providence Health the answer was Wednesdays. Then share future content on that day to increase the likelihood of better engagement.

How people prefer to learn about a product or service*

66%	18%	4%	3%	3%	2%
Watch a short video	Read a post	View an infographic	Download an eBook or manual	Attend a webinar	Receive a sales call or demo

*https://www.wyzowl.com/sovm-results-2020/

2 A financial services company created more engaging compliance training

This San Francisco-based financial services company with over 140 years of global and consumer banking experience was using traditional eLearning methods like webinars for its employee training. However, these events required branch staff to step away from work for about an hour each time, which diminished the overall in-branch experience of their customers, who were left waiting in the meantime.

The bank could have shortened the lessons, but timing wasn't the only problem. Its Consumer Banking Division Vice President and training consultant said employees also found the webinars boring.

"The standard eLearning module for our compliance training featured a disembodied voice reading text on a screen, and possibly a character standing there with their arms crossed, like a cutout image," says the Vice President. "People were tired of it."

To increase engagement, the team first tried sharing live-action videos that were more interactive and relatable than webinars, but they proved too costly and time-consuming to produce long term. The firm had to hire actors, rent a studio, and buy expensive production equipment. The company needed a way to keep employees engaged that was both more cost-effective and easy to scale.

How Vyond helped

After seeing a presentation of Vyond at a conference, a few team members began creating five-minute lessons using the platform—and were impressed by its simplicity, efficiency, and ability to convey information in an emotionally resonant way.

The company realized that videos could be quickly created in Vyond Studio because the platform was intuitive and had everything users needed. In fact, the team designed their first avatar in less than 30 minutes—while sitting at the airport on the way back from the conference.

There was no need to hire or coach actors. Instead, they could jump straight into creation. "Within a matter of hours, I was comfortable with the basics of Vyond," says the Vice President. "And within a day or two, we had a working framework for our first video."

"As soon as we released those first videos," the Vice President added, "the manager from our Incentives department came over and asked how much it cost and how long it took. He said, 'I want to do that.' People loved the freshness of that new style."

BONUS TIP

Modeling your animated hosts after a famous celebrity, fictional character, or one of your most popular company leaders (with their permission) can help you increase interest and engagement. (Case in point, this financial services firm created an avatar that resembled a beloved employee, complete with her trademark scarf.)

> " **Vyond has the ability to show the body language, movement, and facial expressions that we're wired to engage with.**

– Financial services company Vice President

3 Microsoft created effective web accessibility training that also reflects workforce diversity

Microsoft Enable, a division of the software company devoted to creating assistive technologies to benefit people with disabilities, wanted to create a video series that explained a wide variety of accessibility challenges and proposed simple solutions.

Specifically, they wanted the scenarios and the characters in their videos to reflect a diverse workforce; they wanted to make sure the content was easily consumed by people with color blindness; and they also wanted to ensure the series of 40+ videos—which contained advice from many different internal subject matter experts—felt cohesive and engaging enough to be worth watching all the way through.

How Vyond helped

Reflected workforce diversity

By using Vyond instead of creating live-action videos, Microsoft was able to reduce production costs and easily reflect the diversity found in most workforces by thoughtfully creating animated avatars that represented people of many races, genders, and ages.

Considered color-blind learners

Color blindness affects 300 million people worldwide. And teaching them web accessibility principles using live video can be particularly challenging. Elements like actors' attire, the color of natural backgrounds, and graphics colors can unintentionally create a suboptimal learning experience.

To avoid unintentionally creating content about accessibility that wouldn't be fully accessible to this subsection of the population, Microsoft Enable used Vyond animated elements so they could more easily control (and optimize) every aspect of the experience for all viewers.

Helped created a more unified finished product

Microsoft Enable's video series leveraged the expertise of a wide variety of internal experts, who shared information in many ways (voice overs, screenshots of actual technology, PowerPoint slides). By consistently including animated hosts and other animated elements in every video, the team was able to create a more unified, polished, and effective finished product.

BONUS TIP

Consider borrowing the storytelling structure Microsoft Enable employed for their video series: state a problem, show its consequences, and then convey how to best solve the problem.

This may sound obvious, but it's wise to remember to keep things simple, especially when the notes on content start piling up.

4 A global fast-food chain created—and updated— training videos more easily with branded animation

For years, a popular fast-food chain produced live-action videos to train its more than 80,000 employees but felt perpetually frustrated by three limitations to their approach:

- They wanted real employees to star in their videos, but convincing them to participate was difficult

- The cost to shoot and edit a two-minute video was unreasonably expensive

- And most problematically, whenever there were changes to the menu or to employee uniforms and other branding, the videos either became outdated and unusable or required significant and costly editing

How Vyond helped

By switching to Vyond in 2015, this company solved both the challenges related to live-action pre-production (casting real people) and post-production (editing and updating content), while also saving considerable time and money.

Thanks to Vyond's highly-customizable character creator function, real actors were no longer needed. "Now we can dress animated characters in a buttoned shirt with a name badge that looks similar to the company uniform," said a former training leader at the company.

Instead of spending weeks producing a video, this leader added, the team can make a video in as little as 15 minutes to a few hours with Vyond, at a minimal cost. "Beyond the subscription fee, there are no extra expenses involved."

Also, because animation allows flexibility for adjusting content as needed, the company is able to ensure its materials are constantly up-to-date, on brand, relevant, and helpful. This commitment to engaging and truly useful content has contributed to 90% of their workforce engaging with the video content. And in 2018, the Brandon Hall Group awarded the company a gold medal for the high quality of their video series.

BONUS TIP

One simple way to ensure your animated training videos reflect the real, lived experience of your employees is to upload photographs of actual company work environments into Vyond and use them as backgrounds.

Alternatively, after you upload a photograph of an actual environment, **Vyond's Visual Content Search** feature is now able to select existing objects in Vyond Studio that would allow you to approximate an animated version of that environment.

	Traditional Method	— VS —	Vyond
PRODUCTION TIME	**2 to 3 weeks**	→	**15 min. to 3 hrs.**
OUTPUT	**1 video**	→	**Unlimited videos** Translated in 70+ languages
COSTS	**$$$$$**	→	**$**

5 ADP dramatically streamlined (and democratized) their training video creation process

For many years, ADP's learning and development team leaned on a small group of internal designers to create its training videos from scratch. But this siloed approach made it difficult to create a high volume of great video content quickly.

"We had a few graphic designers who had access to the Adobe Creative Cloud and Suite," said a senior instructional designer. "But there wasn't really anything accessible to everybody in our team."

How Vyond helped

With the addition of Vyond's easy-to-use video animation platform, the L&D team at ADP was able to make more videos in a shorter amount of time, significantly reducing the chance of bottlenecks and missed deadlines.

After only a few hours of training and experimenting, every member of the team felt able to create microlearning content on their own. They were particularly impressed by the huge library of content available to them as creators.

After creating a well-received series of 21 videos explaining LGBTQ workplace best practices, the team has gone on to use Vyond for a variety of other microlearning initiatives as well as virtual classes.

"Video allows us to connect more with our learners," added the instructional designer. "Vyond helps us get across the concepts we want in a dynamic, visual way, whether you're a graphic designer or someone in marketing."

BONUS TIP

Managing the entire video production process (storyboarding, animating, and **recording audio lines**) on a single platform like Vyond Studio is a great way to simplify and scale your content creation efforts.

Also, as your instructional designers and other users become more familiar with the interface, they'll be able to produce videos faster, and turn them into templates other creators can use to get a head start on future content.

> **The amount of assets and tips within Vyond allows you to rapidly create what's required.**
>
> - ADP instructional designer

See how Vyond can make life easier for your company

Find out for yourself why some of the largest companies in the world, including over **65% of the Fortune 500 and more than 14,000 companies worldwide**, are using Vyond to boost stakeholder engagement, enhance learning and retention, and drive business outcomes across the board.

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