



KNO**ZIES**

CASE STUDY

Creating Video-based eLearning using Rapid Authoring Tool

CLIENT PROFILE

The client is a leading multinational professional services firm headquartered in London, United Kingdom. It is one of the "Big Four" audit firms and is the third largest professional services firm in the world by aggregated revenue in 2014.

The organization operates as a network of member firms which are separate legal entities in individual countries. It has 212,000 employees in over 700 offices around 150 countries in the world. It provides assurance (including financial audit), tax, consulting and advisory services to companies.

BUSINESS NEEDS

The client had plans to launch professional certification training programmes in financial planning and services for its retail customers and want to supplement this certification training with eLearning courses as a refresher. They had a huge repository of existing recorded video lectures in raw format and wish to evaluate if professional eLearning courses can be created out of these videos. Since the raw videos were in HD format and huge in size (almost 25 hrs of videos), it was a challenge to convert those into eLearning courses in record time. The go to market time was less and they want vendor to help them with quickest of the delivery time by keeping cost of development under control. Another challenge was these courses were supposed to be delivered through LMS and accessible on multiple devices.

KEY CHALLENGES

- The length and the sizes of the video to be embedded in the course
- Access of the courses on multiple devices and making those responsive
- Go to market time was very less
- The funds allocated were limited
- No compromise on the media richness of the final output was primary expectation
- Multilocation teams at various client sites and gathering the inputs in a standardised format.

KNOWZIES SOLUTION

Based on client's requirements Knowzies consulting team first studied and evaluated the suitable rapid authoring tool for development of these courses and created a small 5minute prototype as a proof of concept. This was tested all across browser's, across various mobile devices and OS for the compatibility and responsiveness. The courses were developed using iSpring course authoring tool. We used a video compressing tool to ensure that the overall size of the courses is kept minimal while uploading on LMS without losing the clarity of the videos. The Videos and PPT's were synced and we mapped the nano second syncing for all the videos and PPTs. These courses were developed and tested for mobile delivery through LMS. Knowzies team work continuously for 24 days to deliver an output of 25 hrs which was minutely tested by various stake holders at clients end. We managed to deliver the entire output with our Rapid Development approach in the record time. All the stake holders at client's end were amazed with the professional approach of Knowzies team and the quality of the final output delivered without compromising on the quality of the output.

We are glad that we could add one more client to the list of our happy client.

BENEFITS

- Rapid tool development helped to meet go to market timelines
- Rapid Development tools helped to keep the cost under control and client did not have to shell out huge funding to get this initiative kick-off
- These courses will be used as a part of certification programme. Hence the break even will be faster
- Courses are HTML5, responsive and hence can be accessed across multiple devices at any given time
- Client do not have to invest in paying heavy amount for other software licences
- Due to almost 100% reduction in sizes of the video, the final SCORM output was well under required course size in Mb.

KEY HIGHLIGHTS

- Compatible with multiple devices
- Zoom in zoom out facility for both videos and Text on screen
- Reduced sizes of videos without compromising on the quality of the output
- Record delivery of 25 hrs of eLearning within 24 calendar days
- Reduced Total Cost of Ownership
- Use of iSpring Rapid authoring tool



WHAT NEXT

Impressed with the service of Knowzies team, client has agreed for the outsourcing the phase-2 of the project with almost 50 hrs of eLearning development

ABOUT KNOWZIES

Knowzies is a young, innovative and enthusiastic team of professionals with a passion to create its niche in Rapid Authoring Tool Based eLearning and Performance Support App Development. Knowzies is highly focused on the authoring tool-based Rapid eLearning Development, Mobile Learning, Performance Support App Development, People Analytics and LMS Consulting. Our areas of expertise are Articulate Storyline, Lectora, iSpring, Captivate, Flash, and HTML5. The pioneering nature of our team and their expertise enables us to focus our creativity on delivering business results. In a very short span of time, we have succeeded in engaging with many leading eLearning, Training, Catalog Service Providers, Compliance & Legal, Technology, BSFI, FMCG, FSI; Logistic and Aviation Corporate; International Universities.

To know more please contact Knowzies team @ info@knowzies.com

