The digital learning ecosystem: enriched, empowered, essential
by Tom Ring, MSX Director Channel Management

In the midst of the Internet of things, smart technology, interactive media, and digital content; there are new learning experiences for employees on the move. Today's learner is mobile, always connected and pressed for time. Therefore, learning programs must adopt modern technology, including mobile devices, and be designed with on-the-go flexibility in mind. Digital learning is not an entirely new phenomenon in learning for automotive OEMs and dealer networks. The core components driving this development and its success are advances in cognitive science and technology that address the current demands of business. Incorporating real science into the learning and development mix fulfils the needs and expectations of the modern employee as well as the OEM. Modern learning and development enable and enhance accelerated learning anytime, anywhere.
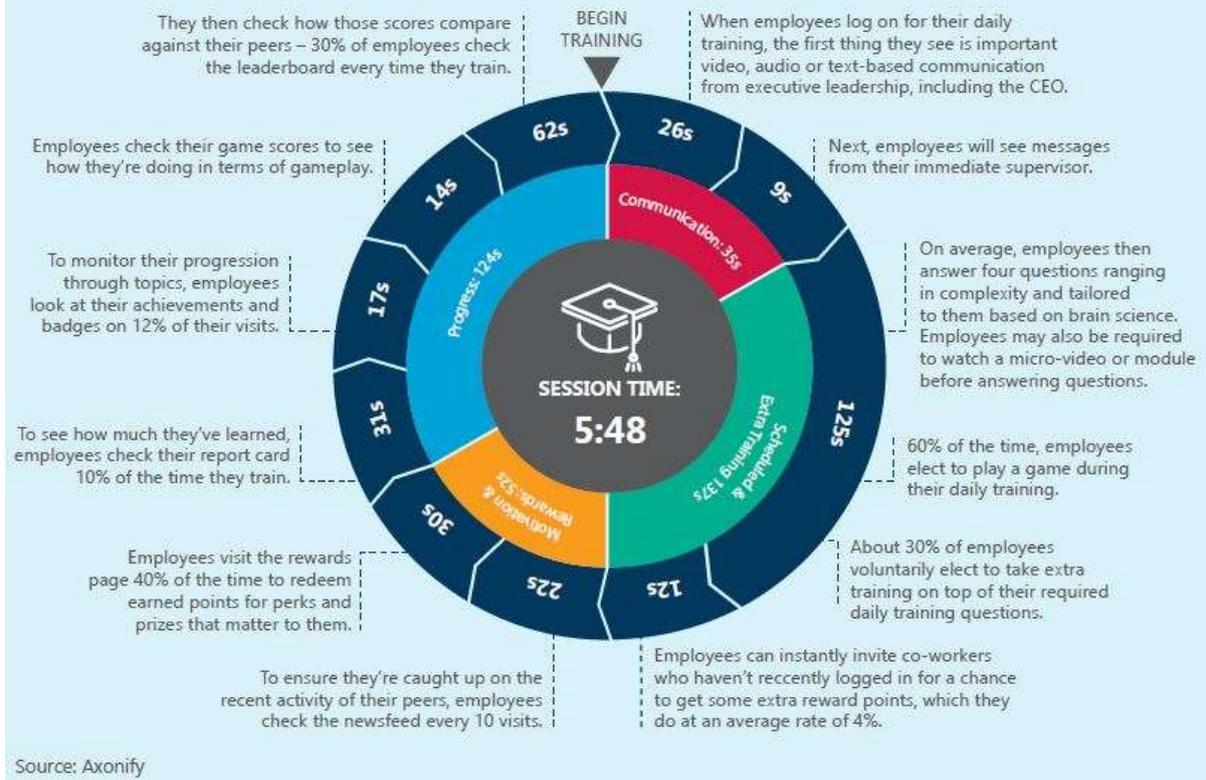
Artificial intelligence in learning and development
Microlearning, powered by AI, automatically selects the right training, at the right stage of development for advanced educational enrichment. Microlearning is an adaptive approach to training that delivers content in short, focused bites throughout the work day. It maps how the brain learns and retains knowledge, then incorporates that information into a proprietary AI platform. With a Digital Learning Platform, the learner is engaged and empowered, and starts driving his/her own development with access to a wide range of cutting-edge learning material. With small, easily digestible bits of information, the employee is able to provide better quality of service.

Characteristics of a robust learning ecosystem
Instructor-led training (ILT) and classroom training will remain part of a learning ecosystem. Application Program Interfaces (APIs) enable connectivity with a Learning Management System (LMS), Learning Record Store (LRS), and training content libraries. Additionally, the digital learning solutions are customisable to the unique goals of an organization, while employing a strong sense of cohesiveness. They offer powerful and predictive real-time analytics and reporting. These new age data technologies engage people to take the right steps, in the right sequence, and in all the right ways, so people become comfortable with accessing information on the go and adopt a whole new way of learning.

NADA

What does a typical microlearning session look like?

They then check how those scores compare against their peers – 30% of employees check the leaderboard every time they train.

BEGIN TRAINING

When employees log on for their daily training, the first thing they see is important video, audio or text-based communication from executive leadership, including the CEO.

Employees check their game scores to see how they're doing in terms of gameplay.

Next, employees will see messages from their immediate supervisor.

To monitor their progression through topics, employees look at their achievements and badges on 12% of their visits.

On average, employees then answer four questions ranging in complexity and tailored to them based on brain science. Employees may also be required to watch a micro-video or module before answering questions.

To see how much they've learned, employees check their report card 10% of the time they train.

60% of the time, employees elect to play a game during their daily training.

Employees visit the rewards page 40% of the time to redeem earned points for perks and prizes that matter to them.

About 30% of employees voluntarily elect to take extra training on top of their required daily training questions.

To ensure they're caught up on the recent activity of their peers, employees check the newsfeed every 10 visits.

Employees can instantly invite co-workers who haven't reccently logged in for a chance to get some extra reward points, which they do at an average rate of 4%.

SESSION TIME: 5:48

Communication: 35s — 26s, 9s
Scheduled & Extra Training 137s — 12s, 12s
Motivation & rewards: 52s — 22s, 30s
Progress 124s — 31s, 17s, 14s, 62s

Source: Axonify

The value of commercial learning and development

Interactive learning and development solutions produce insightful data about the culture of a business. This valuable information is vital to stakeholders, helping them to accurately monitor their progress towards organisational goals. It also offers the ability to adapt learning content to meet the needs of the business. Moreover, with comprehensive, modern learning and development programs, senior managers can gauge their organisation´s competency. Real-time data helps them evaluate and strengthen current skillsets with greater precision. Delivering on-the-go access to education for employees reduces the need for frequent travel, reducing cost, and demonstrating stronger gains to investors. With the rapid pace of business today, professionals involved in educational initiatives are empowered by applying newly acquired skills in real-world environments. One of the most valuable ways to drive business results, with respect to people, financial, and sales performance, is by incorporating exciting learning and development platforms built for today's workforce.

Tom Ring
MSX, Global Director, Channel Management

Tom Ring joined MSX International on 1 January 2018 and is responsible for Product Strategy and Development in Automotive Channel Management. Tom is a Finnish citizen living in Cologne, Germany. He can be reached at tring@msxi-euro.com