

CORPORATE PRESENTATION

# Offerings and Capabilities

blitz learning

Imparting knowledge with creativity

We are a top learning consulting and training development firm. At Blitz, we believe



KNOWLEDGE IS EVERYWHERE.  
**LEARNING IS EVERYTHING.**



We're a knowledge retention catalyst. We help clients...

IMPART **KNOWLEDGE** WITH **CREATIVITY**

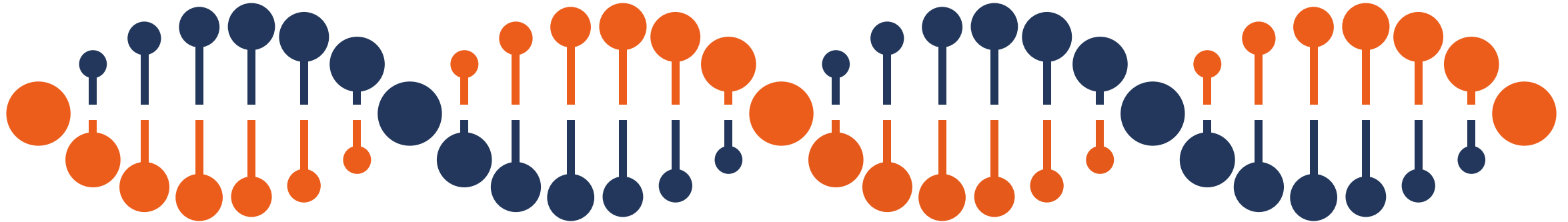
# We are catalysts of knowledge retention, and our DNA is made of four elements

## LASER FOCUS DESIGN

Our laser focus is on making the eLearning courses align with your business decisions.

## CUSTOM ENGAGEMENT

Speed, flexibility and efficiency through highly scalable engagement models that work for you.



## HOLISTIC VIEW

While having a prime focus on business needs, we still take a holistic approach towards meeting the views of multiple organizational functions

## RENEW LEARNING AGILITY

Our engaging courses renew the learning agility in the learners thus justifying RoI

# Truly global experience & coverage

*We serve our clients from multiple industries across the globe. Here are some of the marquee logos that we have served over the years and continue to delight them with our service*



50+ brands in 15+ industries

MANUFACTURING	LOGISTICS	OIL AND GAS	AUTOMOTIVE	MINING	RETAIL	PUBLIC
PROCESS ENGINEERING	TOBACCO	DRILLING	SEMICONDUCTORS	TRANSPORTATION	INDUSTRIAL	
	OEMs	LIFE SCIENCES	BFSI	SERVICES		

# Grow your business with right L&D strategy

*We help you formulate the right learning strategy aligned with your business vision*



Monetize new digital audiences



Enhance cognitive & non-cognitive skills



Transform knowledge sharing



Renew learning agility

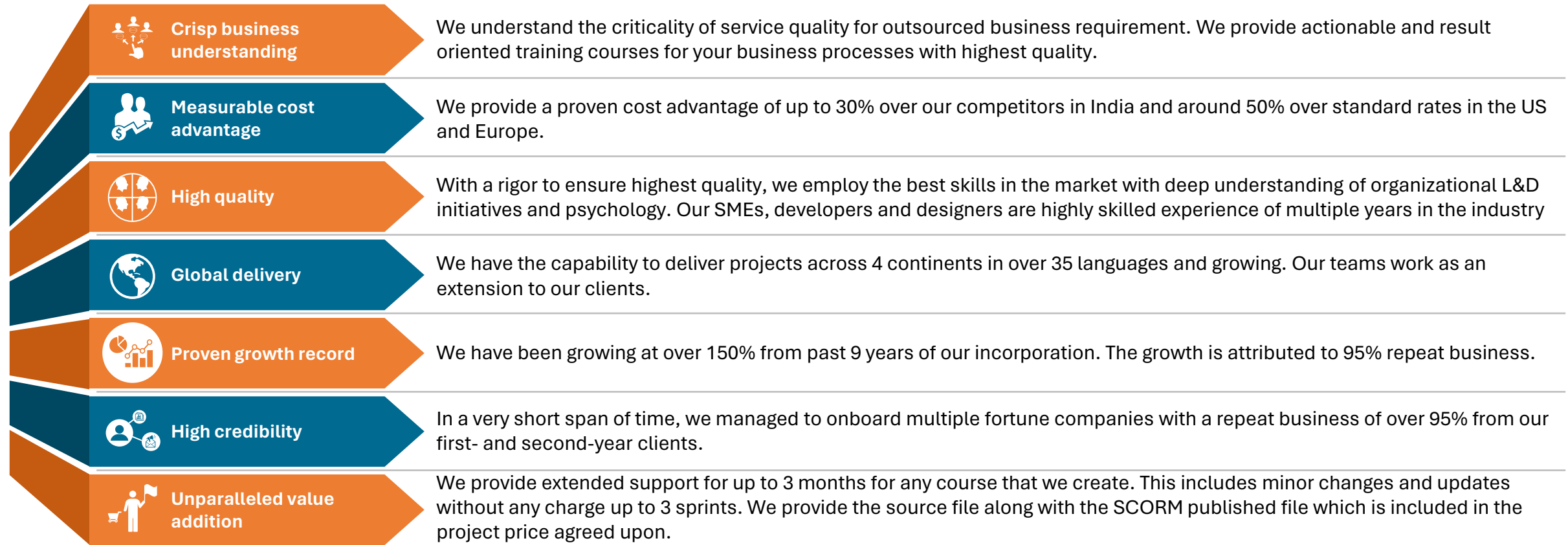


Increase revenue opportunities



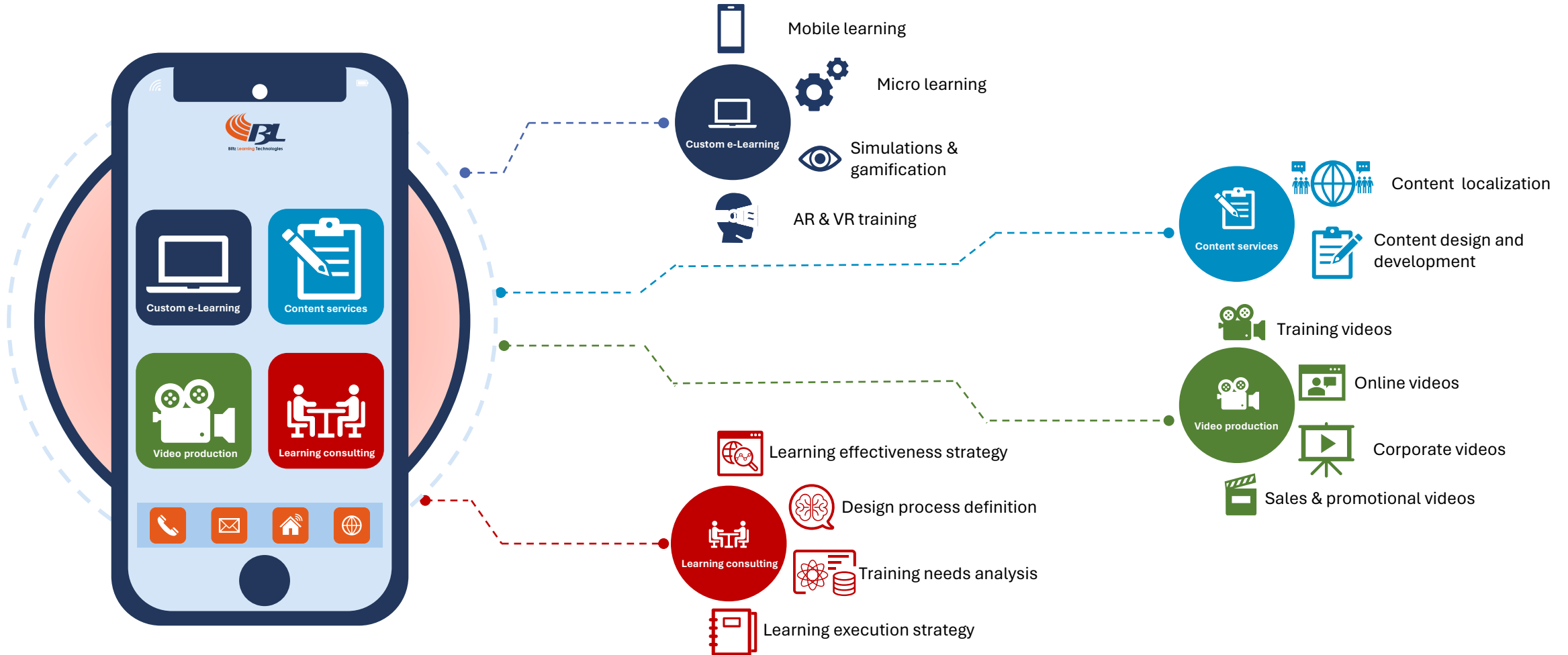
# Why choose us?

*We're the architects of enduring learning experiences through innovative strategies, personalized content, and interactive engagement*



# Our services

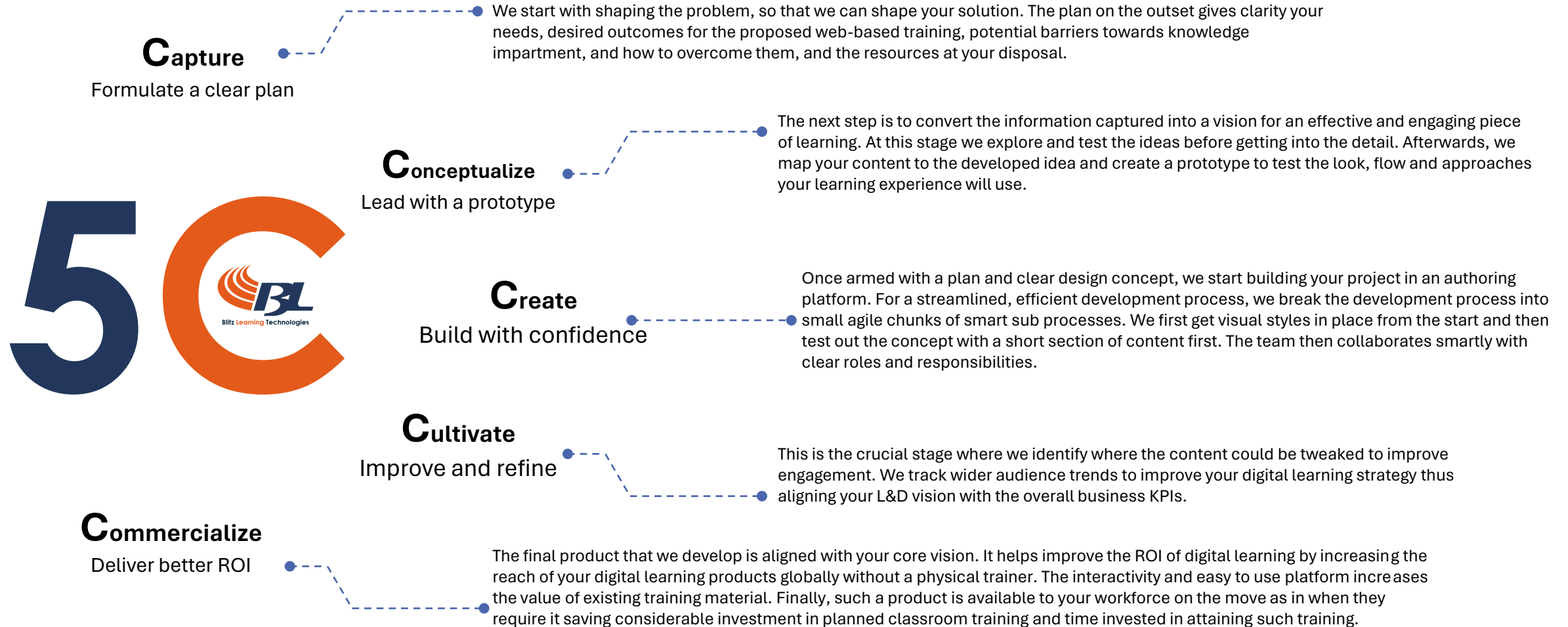
*We offer end to end e-Learning services which enhances learning ability, transforms knowledge sharing, and renews learning agility among the learners*





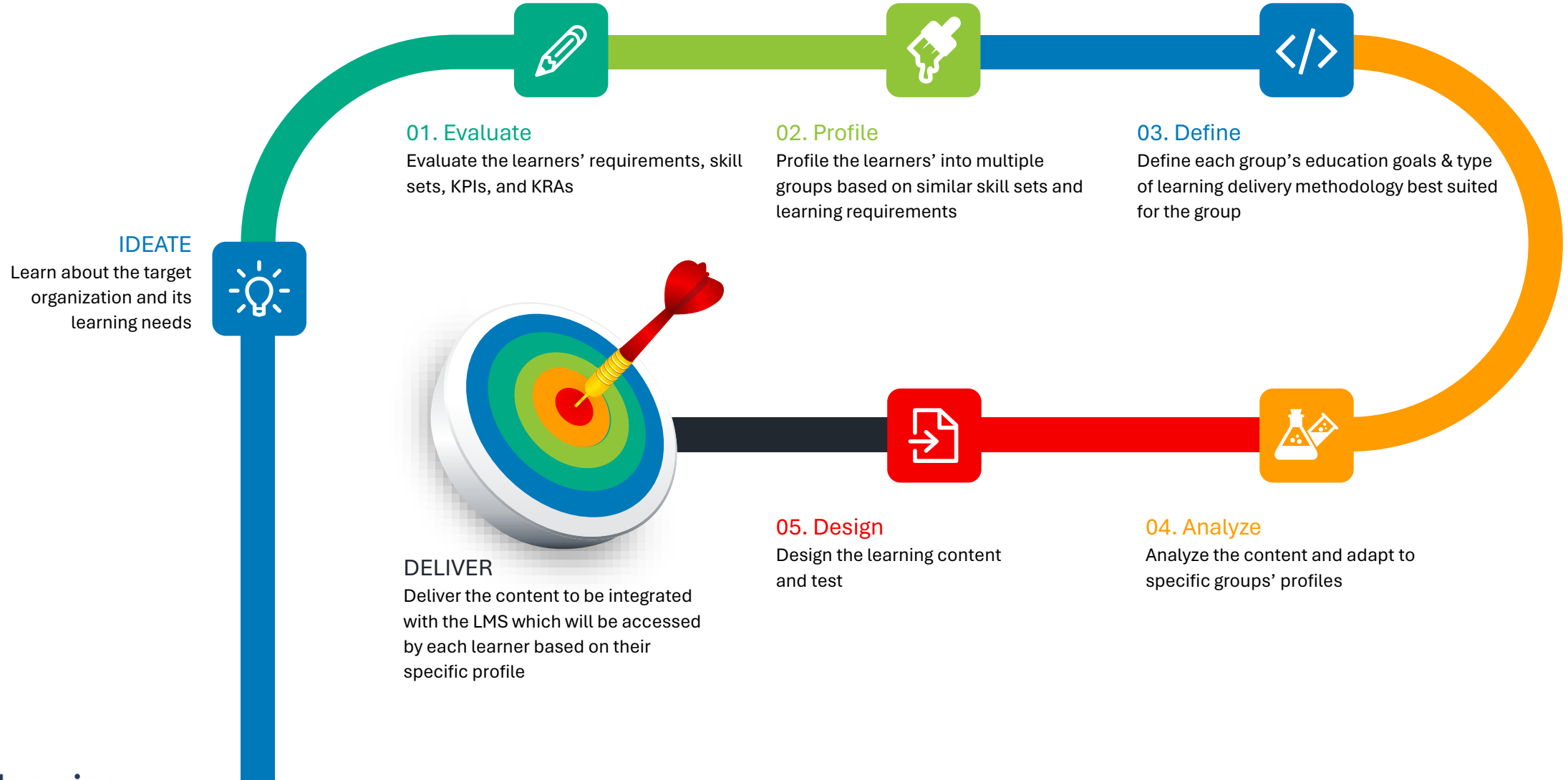
# Our Approach: 5C framework combining ADDIE and AGILE

*We understand your L&D imperatives you are trying to drive through eLearning. Accordingly, we customize our development framework to align with your learning and development goals*



# Performance centric L&D model

*A proven approach to transform your L&D initiatives into performance centric digital assets for enhanced and continuous learning*



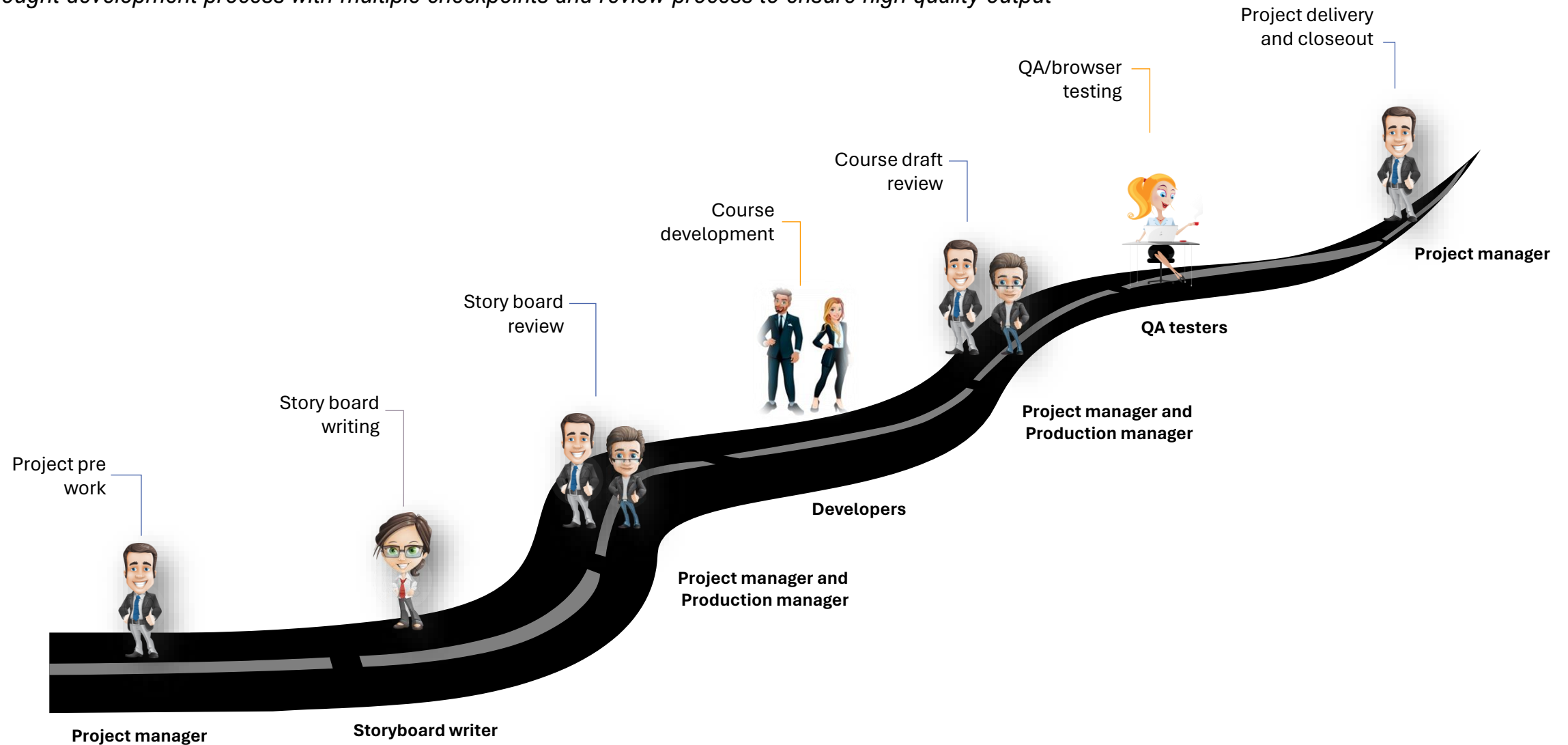
# Team structure

*Highly skilled team of designers, developers, testers editors and managers lead the way towards efficient and effective development*



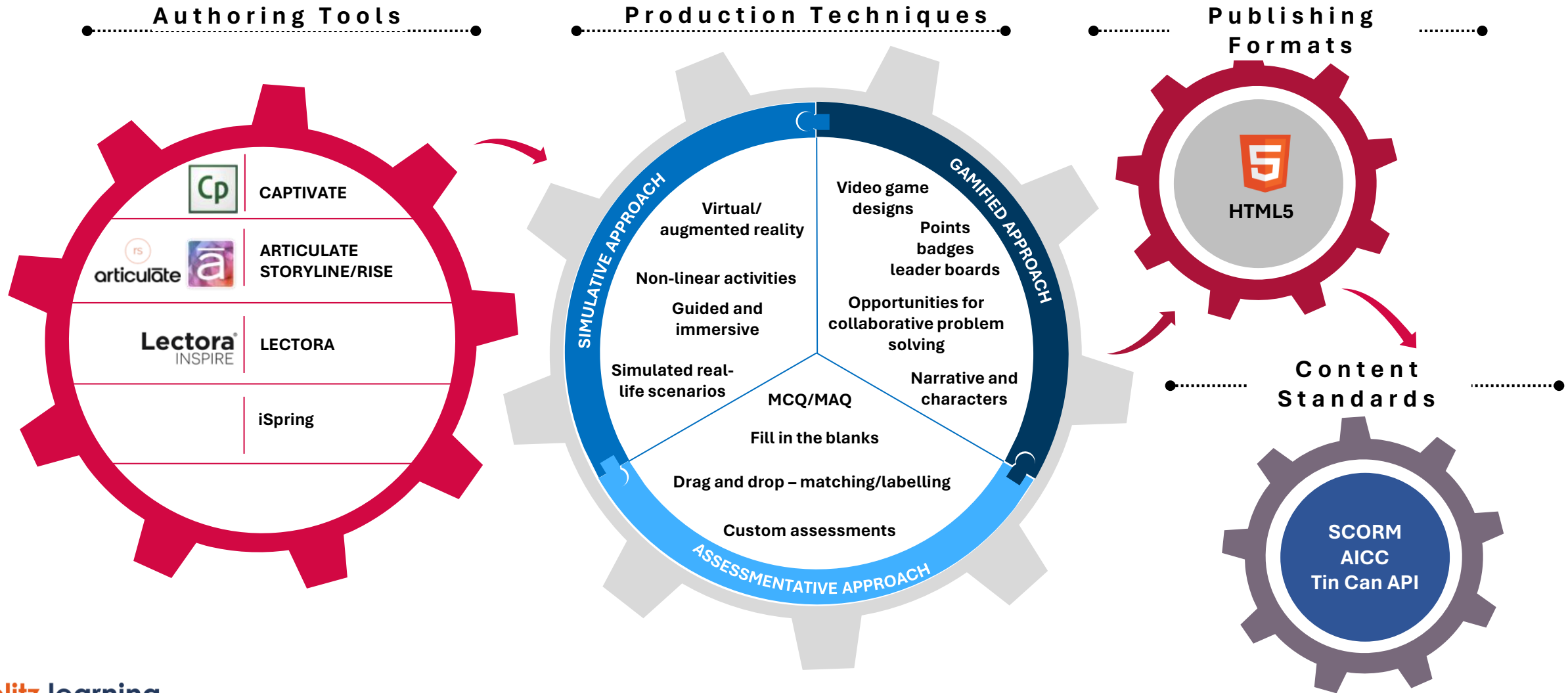
# Multi checkpoint development process

*A well thought development process with multiple checkpoints and review process to ensure high quality output*



# Tools and techniques

*Our team of expert designers, programmers, and coders are expert in multiple authoring tools and e-Learning production techniques to publish outputs in desired format and platform*





# Level 2 details

*A full-featured eLearning module that teaches concepts, with help of graphics, animations, and text. It has high level of required interactivity and tests learner's understanding with use of quizzes, pop-ups, and application exercises*



## Program Characteristics

- Limited dynamic media required (e.g. video, audio, motion graphics)
- Customized graphic interface and menus
- Narration used to supplement text
- Higher level of interactivity (e.g. pop-ups; application exercises)
- More complex testing (e.g. assembly of screen elements; drag and drop)



## Basic Features

- Screens/hour: 40-45
- Words/Screen: 100-120
- Images and graphics, and animations
- Simple Screens<sup>1</sup>: 15
- Advanced Screens<sup>2</sup>: 15
- Complex screens<sup>3</sup>: 5
- Audio: If provided by the client
- Video: Simple integration if provided by the client



## Advanced features

- Case Studies: Optional, depending on the content
- Scenarios: Optional, depending on the content
- Mentors: Can be mentor driven basis the design approach
- Games: Optional, depending on the content
- Complex Screens: Yes
- Simulations: Application simulation (guided/unguided)

- <sup>1</sup>Simple Screens: Fade in/fade out (of Objects), zoom in/zoom out, Text/image highlighters, popup text, Text/Image Roll over, Tabbed Text/images; MCQ's and fill in the blanks
- <sup>2</sup>Advanced Screens: All Simple Screens effects + Movements of objects; Average illustrations and simple objects' dynamics; All Simple Screens Types+ Process Hierarchies, show me /try me simulations; All Simple Screen Types+ Drag and Drop/True or False with diagnostic feedback
- <sup>3</sup>Complex Screens: All Advanced Screens effects + Character based illustrations, scenarios; Advance objects' dynamics basis on case studies, simulation, games; Advance organizers, Practice simulations (with scores); Scenarios based questionnaire, real-life and experimental examples

# Level 3 details

*A full-featured eLearning module with graphics, animations, assessments, mentors, and text. It has high level of required interactivity and tests learner's understanding with use of quizzes, pop-ups, and exercises*



## Program Characteristics

- Sophisticated dynamic media used extensively (e.g. animation, simulation, video, audio)
- Customized graphic interface and menus; Narration used to supplement text
- High level of interactivity (e.g. use of simulations; application exercises; making of calculations)
- Complex testing, including question database for random selection of questions



## Basic Features

- Screens/hour: 35-40
- Words/Screen: 80-100
- Images and graphics, and animations
- Simple Screens<sup>1</sup>: 10
- Advanced Screens<sup>2</sup>: 15
- Complex screens<sup>3</sup>: 10
- Audio: Yes
- Video: Simple integration if provided by the client

- <sup>1</sup>Simple Screens: Fade in/fade out (of Objects), zoom in/zoom out, Text/image highlighters, popup text, Text/Image Roll over, Tabbed Text/images; MCQ's and fill in the blanks
- <sup>2</sup>Advanced Screens: All Simple Screens effects + Movements of objects; Average illustrations and simple objects' dynamics; All Simple Screens Types+ Process Hierarchies, show me /try me simulations; All Simple Screen Types+ Drag and Drop/True or False with diagnostic feedback
- <sup>3</sup>Complex Screens: All Advanced Screens effects + Character based illustrations, scenarios; Advance objects' dynamics basis on case studies, simulation, games; Advance organizers, Practice simulations (with scores); Scenarios based questionnaire, real-life and experimental examples



















































## Advanced features

- Case Studies: Yes
- Scenarios: Yes
- Mentors: Can be mentor driven basis the design approach
- Games: Yes
- Complex Screens: Yes
- Simulations: Application Simulation (Guided, Unguided)

















































# Our approach – step lockdown (1/2)

*We follow a step lockdown process which helps in enabling an efficient production and timely delivery for our clients...*

	Proposal Approved	Design Strategy Approved	Storyboard Approved	Alpha Approved	Beta Approved	Gold Approved
Course Duration						
Interactivity Level						
Authoring Tool						
Learning Objectives						
Instructional Strategy						
Visual Look and Feel						
User Interface Design						
Course/Page-level Outline						

# Our approach – step lockdown (2/2)

*...and making the whole design and media production cycle seamless thus saving time and effort*

	Proposal Approved	Design Strategy Approved	Storyboard Approved	Alpha Approved	Beta Approved	Gold Approved
Page-level Functionality						
Audio/Video Content						
Graphical Content						
Course Functionality						
Audio Narration						
Animations						
On-screen Text						
Error Correction						

# Custom eLearning

*We develop engaging, innovative, and cost-effective digital learning products to help clients increase their efficiency*



## Simulations and Gamification

### Simulations

We create simulations to provide real life understanding of difficult scenarios and help create interactive modules based on practical examples from routine situations.

### Gamification

We create gamified training content and create game concepts, design gameplay, implement games, and update and improve gameplay



## Micro Learning

### Micro Learning

Blitz Learning provides learning in small and manageable nuggets in a focused and precise way via its micro-learning offerings. These nuggets contain short-term learning activities, lesson plans, projects, and assignments



## Mobile Learning

### Mobile Learning

Blitz Learning develops mobile training content across all platforms (iOS, Android, Windows) with interactive functionalities



## AR and VR Courses

### VR/AR Based Training

With a dedicated VR/AR team, Blitz Learning uses best in class 3D and special effects tools to design cross-platform VR solutions that simulate real-life scenarios for enhanced learner engagement



# Content services

*Our content team tailors content to match every requirement by using rich media; Our localization services for eLearning projects can help you translate and localize your content including text translation and audio recording*



## Content Design and Development

### Research and Report

Our subject matter experts (SMEs) locate key information and assemble quality data from in-depth research on credible information sources (web pages, databases). We then synthesize that data into easy to comprehend reports, white papers, and databases with clear insights and knowledge to help you make informed business decisions

### Authoring & Enrichment

We provide high quality writing and editorial services, marketing content management with the help of our content specialists– in any language, for any industry

### Review and Summary

You give us content and we will summarize it, for any industry. Our empaneled SMEs include researchers, academicians, software engineers, and PhDs in many academic disciplines. They review any kind of document and extract the relevant information, summarize it, and deliver those summaries in print, electronic, and mobile formats

- Arabic
- Hindi
- Chinese
- Czech
- Dutch
- French
- German
- Italian
- Japanese
- Portuguese
- Romanian
- Russian
- Spanish
- US English
- UK English
- Canadian French
- Turkish



## Content Localization

### Regional Connect

Developing content only in English neglects a considerable segment of your potential audience. There is no substitute for connecting with employees, partners, and customers in their native tongues and regional dialects

### Native Translators

Our localization services for eLearning projects can help you translate and localize your content including text translation and audio recording. We have a panel of voice-over artist i.e. native translators in all major languages of the world

### Multiple Formats

We translate or re-engineer content in multiple formats as per your needs. These include video, audio, flash, PDF, PPTs, MS Word among others

# Video production

*We produce corporate videos and add campaigns for you to enables mass distribution of your key messages via video sharing sites such as YouTube*



## Sales & Promotional Videos

Close more sales and turn more leads into customers with sales and promotional video production. Sales rest on logic and emotion. With the right balance of both useful information and authentic feeling, through the right medium, make sales conversations easier and more profitable



## Training Videos

Educate, inspire & drive real change with your training videos. Training content doesn't have to be dry. Our training video experiences combine the important messages you need to deliver along with a compelling experience or story. Your audience learns more effectively when they're engaged, & most importantly, they retain that information longer



## Online Videos

Be it product demo, you tube channel, or testimonial video, your online presence delivers your message 24 hours a day 7 days a week to viewers across the globe

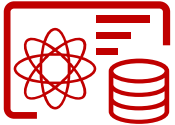


## Corporate Videos

Showcase your explainer videos, CSR initiatives, onboarding process with a zing. Use videos to hit the emotional touchpoints

# Learning consulting

*With our expertise in designing learner-centric solutions, we offer learning consulting to L&D departments in order to optimize actionable touch points of their L&D strategy*



## Training needs analysis

We specialize in analyzing an organization's current learning function, employee skill gaps, strategic goals, and designing effective learning roadmaps that address the gaps and help drive measurable business results



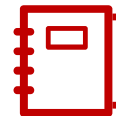
## Design process analysis

Our consultants study your present L&D design and suggest actionable improvements based on internal data



## Learning effectiveness strategy

With our expertise in designing learner-centric solutions, we understand how to cultivate an effective, engaging and result-driven learning environment using tested and trusted frameworks designed by industry veterans



## Learning execution strategy

Blitz Learning's domain-specific Learning Consultants conduct workshops in close collaboration with SMEs to identify the existing gaps, analyze existing infrastructure and thereby draft the right training strategy

# THANK YOU

For more information, please contact

**Abhishek Kumar**

VP – Sales

[abhishek@blitzlearning.in](mailto:abhishek@blitzlearning.in)

