

## Case Study | LEARNING AND DEVELOPMENT

### Microlearning for On-the-Go Training for a Major Pharma



#### Problem

Employees found it difficult to dedicate time to traditional lengthy training sessions.

Knowledge retention was poor, affecting the effectiveness of the training investment.

#### Solution

Transition to a microlearning approach for corporate training:

- ✓ **Microlearning Platform:** Adopted a platform (Axonify, EdApp, etc.) designed to deliver short, engaging learning modules.
- ✓ **Content Creation:** Broke down complex topics into easily digestible formats (short videos, quizzes, interactive elements).
- ✓ **Spaced Repetition:** Integrated spaced repetition techniques to reinforce learning and improve long-term retention.

#### Results

- ✓ Increased knowledge retention as employees can consistently engage with bite-sized learning modules.
- ✓ Enhanced employee satisfaction due to the flexible and engaging format of microlearning.
- ✓ Improved training ROI as employees apply their newly acquired knowledge more effectively.

#### Technology Stack

- ✓ **Microlearning Platform:** Axonify, EdApp, or other suitable platforms.
- ✓ **Video Production:** Screencasting and basic video editing tools.
- ✓ **Content Authoring:** Tools within the microlearning platform or supplementary content creation software.

#### Software Development

- ✓ **Content Development:** Focus on breaking down complex topics into concise, focused learning modules.
- ✓ **Spaced Repetition:** Implementing algorithms for optimized review scheduling.
- ✓ **Integration:** Connecting the microlearning platform with existing company systems (e.g., LMS) for progress tracking.

#### Before Metrics

Knowledge retention (1 week after training): 30%  
Employee satisfaction with training: 60%

#### After Metrics

Knowledge retention (1 week after training): 70%  
Employee satisfaction with training: 85%