

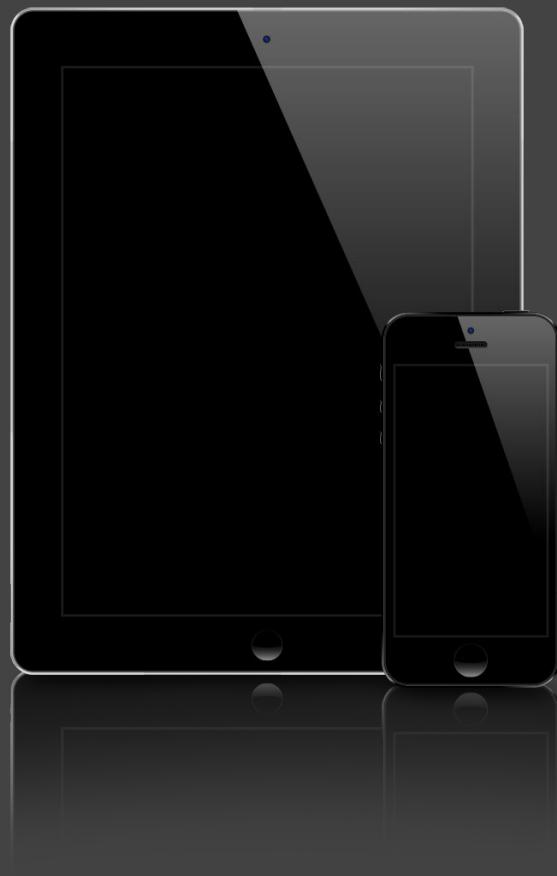
BUILD or BUY?

How Verizon Wireless HR built a
digital learning platform
and lived to tell about it

Why are we training with these?



When we sell lots of these





Emerging need

A blurred photograph of a supermarket aisle, likely a grocery store, showing shelves filled with various packaged goods. The aisle is well-lit by overhead fluorescent lights. The products are arranged in a grid pattern on the shelves, creating a sense of abundance and choice.

SaaS/Off-the-Shelf?

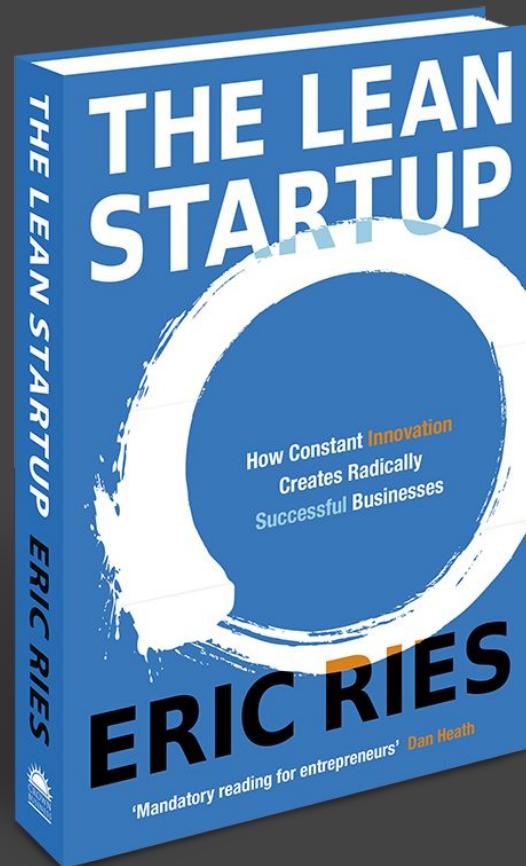


Hire a vendor?

Go our own way?

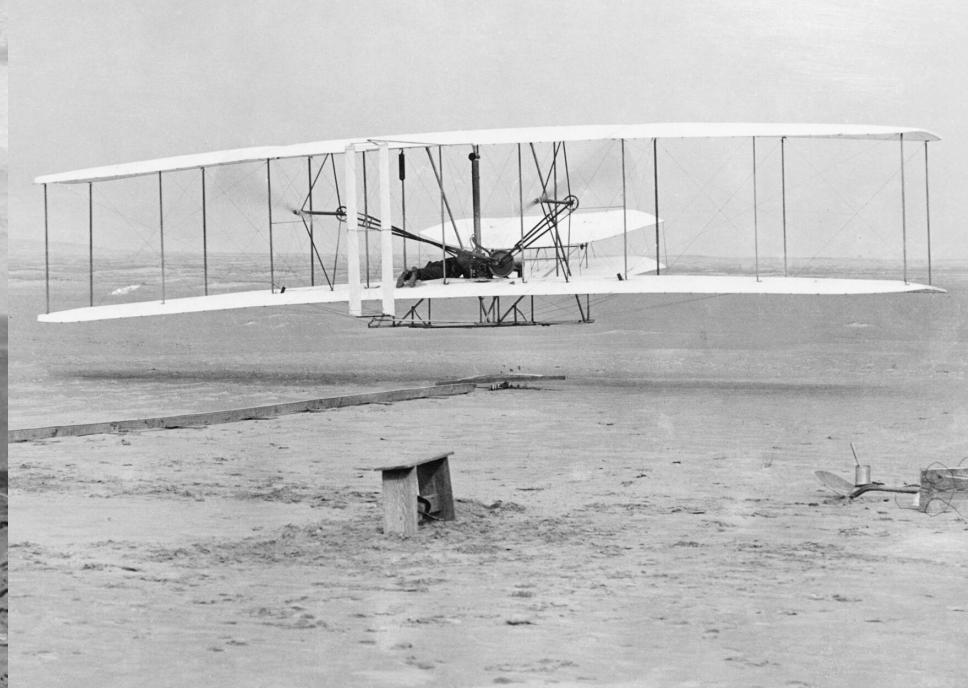


Built an MVP





Hitched our project to existing one



Iterated

Class ID (Example: abc12)

[Join](#)

My Albums

TITLE ▾

LAST LAUNCHED ▾

ROLE ▾

B2B New Employee Training

10/1/2014

Trainer



BGCO/GCO Learning Album Certification

7/10/2014

Trainer



CSNH Advanced

Never

Trainer



CSNH Certification

Never

Trainer



Coaching in the Smart Store

Never

Participant



Data Sales Essentials

Never

Participant



Exercise: Mock Album

10/1/2014

Trainer



Indirect Monthly Training Program

Never

Participant



Intelligence Based Prospecting

7/7/2014

Participant





7 Mins

The Verizon Wireless Advantage

Introduction

It is important for customers to know that they are getting a great value for their purchases. Talking to your customers about the Verizon Wireless advantages shows them the value they get when they choose Verizon Wireless.

Q Summarize Advantages

1. In your group, review the assigned Verizon Wireless advantage.
2. Summarize the advantage in a short sentence as you would state it to your customers.
3. As groups present their statements, take notes.

Network

My Notes

ADD SORT HIDE

Why Verizon?



Devices



Service

- Verizon Wireless offers its customers award winning customer service.
- Verizon Wireless is committed to first call resolution.
- Eligible customers have the option to change to any qualifying calling plan (up to twice per billing cycle) with an effective date going back to the beginning of their bill cycle or going forward to their next bill cycle.

Data & Services



VZ Leader Notes

HIDE

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Network

- Verizon Wireless has proven that it offers its customers the largest, most reliable network.
- CDMA technology allows for several users to access the same channel simultaneously, which increases call capacity.
- 4G LTE is the next generation of wireless technology that goes beyond what 3G is the gold standard for wireless technology worldwide.
- Regular testing of the network to ensure reliability.
- Use of back up batteries and generators to ensure system availability for customers.
- Invests billions of dollars annually to maintain and enhance its network.

Previous Mark Complete Next

The Verizon Wireless Advantage

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Previous Next



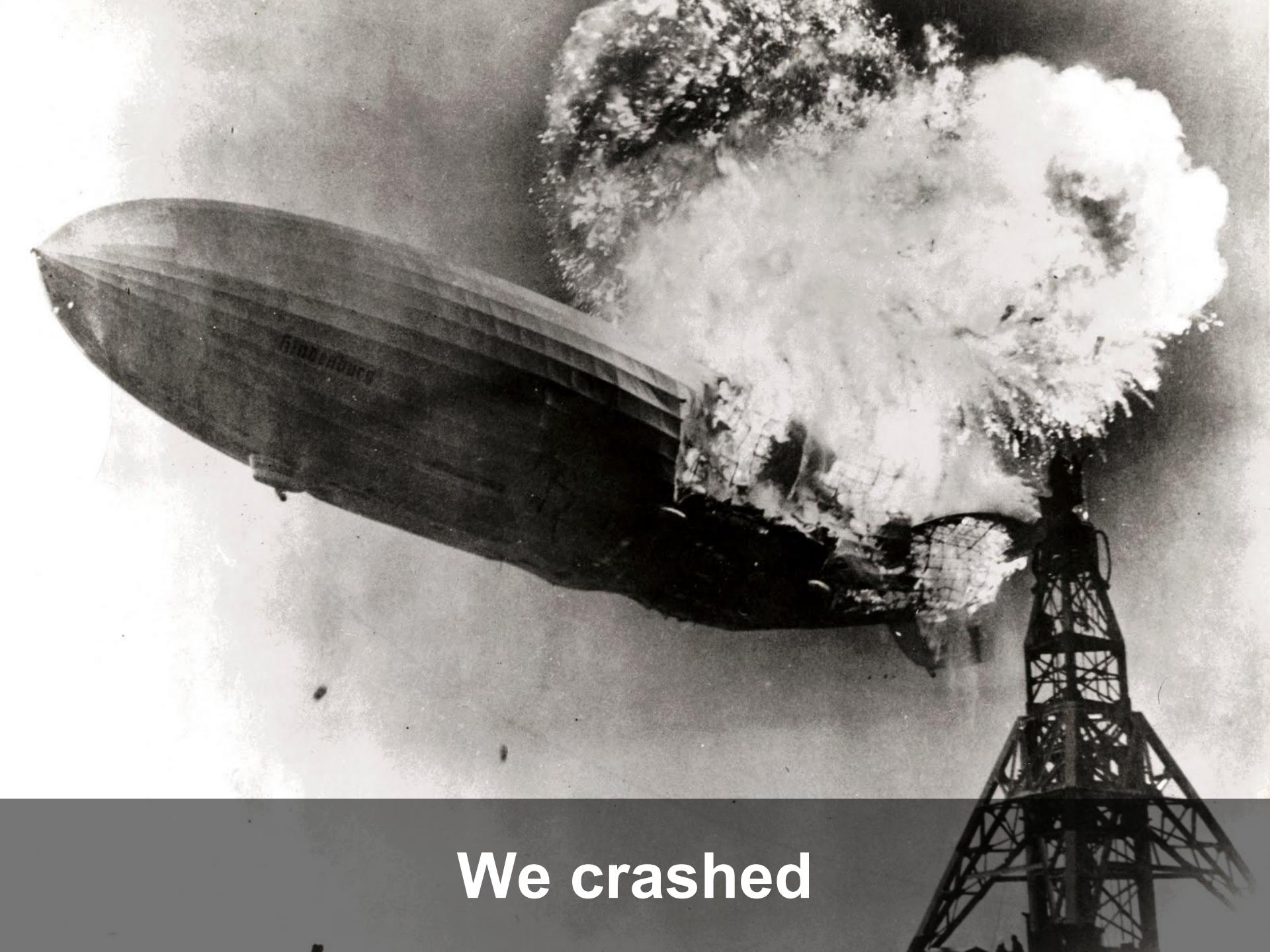
How do we scale?

2008 — Back to the Future



Off-the-Shelf LCMS





We crashed



Drew up new plans



Modules

#	Module title	Module description	Module creator	Last Modified By	Updated at	
1	Kickoff	This module provides background to the Learning Album training, platform and deliverable.	Bishop, Andrew	Hardsock, Mark	February 19, 2015 15:08 EST	Add Module to Clipboard
2	Getting Started	This module includes information, demonstrations and activities around the basics of using the Learning Album Authoring Tool.	Hardsock, Mark	Hardsock, Mark	December 24, 2013 13:23 EST	Add Module to Clipboard
3	Building Album Structure	This module includes information, demonstrations and activities around building the basic album structure for a Learning Album.	Hardsock, Mark	Hardsock, Mark	December 24, 2013 14:02 EST	Add Module to Clipboard
4	Content Element Blocks	This module includes information, demonstrations and activities around using content element blocks within the Learning Album Authoring Tool.	Hardsock, Mark	Hardsock, Mark	January 07, 2014 15:18 EST	Add Module to Clipboard
5	Media	This module includes information, demonstrations	Hardsock, Mark	Hardsock, Mark	December 24, 2013	Add Module to Clipboard

Built our own LCMS

Learning Album Facilitation [Change Album](#)

Classes / m252n

2014/7/30 - 2015/6/30 | Trainer: [REDACTED] | HQ [\[REDACTED\]](#)

Topics Complete

Knowledge Checks

Time



Class Avg. / Album: 48%

Learning Album Facilitation

PARTICIPANT	Section	1	TOTAL
[REDACTED]	Learning Album Facilitation	0%	ALL SECTIONS 0%
[REDACTED]		0%	0%
[REDACTED]		54%	54%
[REDACTED]		100%	100%
[REDACTED]		0%	0%
[REDACTED]		98%	98%
[REDACTED]		100%	100%
[REDACTED]		0%	0%
[REDACTED]		13%	13%
[REDACTED]		100%	100%
[REDACTED]		2%	2%
[REDACTED]		2%	2%

Added our own analytics tool

All hosted in the Verizon Cloud

A landscape photograph showing a vast expanse of white, fluffy clouds in the foreground and middle ground. In the distance, several snow-capped mountain peaks are visible against a clear, pale blue sky. The overall scene conveys a sense of vastness and height, symbolizing the cloud computing industry.

It gets used

200+ albums published

100K+ registered users

20K monthly active users

Average user spends 10 hrs / mo in app

It saves money

Annual print cost savings = \$1M

Annual content reuse = \$1M

Less trainer overhead = priceless

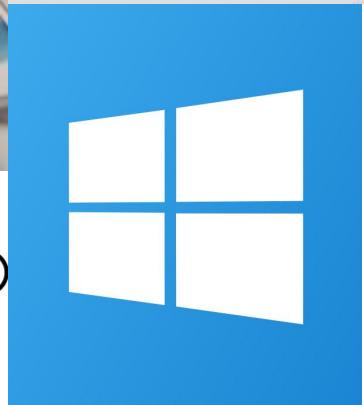
It enables new delivery models





CITRIX®

iOS 9



VERIZON

4G LTE

Our challenges

To Do

Doing

Done

USE
KANBAN

TRY
KANBAN
TOOL

LEARN
ABOUT
KANBAN

GET SOME
STICKY
NOTES!

GET A
WHITE -
BOARD

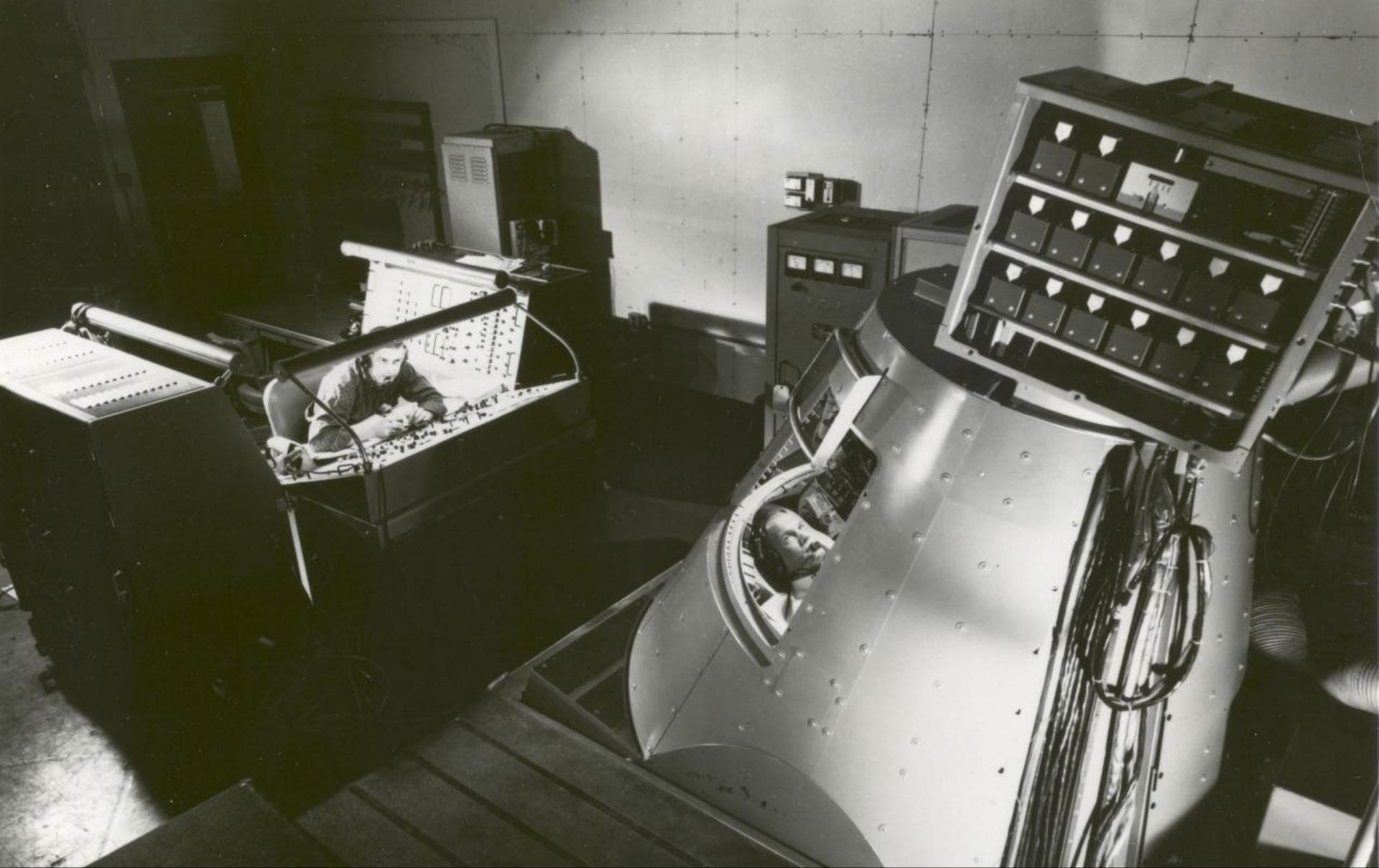
Continually improve the process

Talk to users





Feed leadership (and listen too)



Maintain our vision

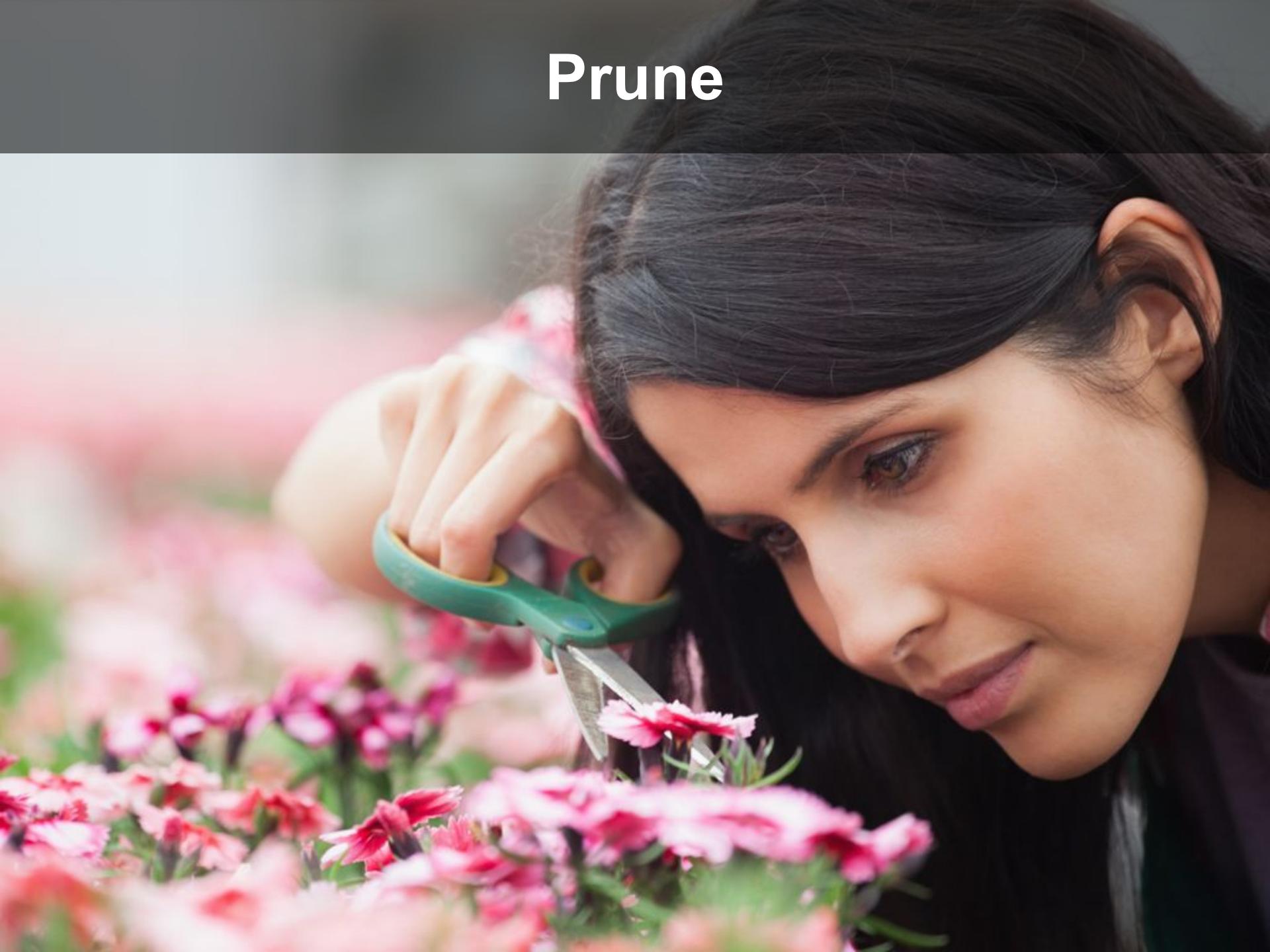


Be selective



Nurture

Prune



Try SaaS first



Then and only then build yourself



BUILD or BUY

(You'll pay either way)



Riaz Uddin
Associate Director
Learning Technology
Verizon Wireless



Andrew Bishop
Manager
Learning Technology
Verizon Wireless
[@andrewbishop21](https://twitter.com/andrewbishop21)