

Educational videos, a simple yet effective solution to employee training

In the corporate world there is almost nothing more important than the effective dissemination of information. Contemporary organizations use all sorts of media, to efficiently and prudently; carry out the often rigorous tasks of communicating decisions, training, marketing campaigns and other important information. Both Internal and external communication are vital parts of any business. Unfortunately, countless companies have fallen down the trap of disorganized communication, effectively slimming down their chances of achieving successful results in terms of employee productivity, management and most importantly; their ROI.

In the age of digital media, however, this is a problem that is easily avoidable. With the click of a button, you can reach out to nearly half the people on the planet, that's about 3.2 billion people (take a moment to let that sink in). But what happens when you've made one too many clicks? What happens when you've entangled yourself and your company in an endless web of data that not even the greatest data scientists can decipher? You pack your desk, say goodbye to your salary and walk out of the office in shame, never to come out of your house again...

But wait! How is your boss to know about the consequences of your actions? How are they to untangle the endless streams of information coming towards them from the left, right and center? Surely, your professional conscience won't allow you to leave your company hanging on the brink of a major communicational conundrum (or at least that's what most of us like to believe).

The answer lies in **Video**. Yes, Video is king. Ask any leading research organization, from Forrester to Gartner and they will promptly inform you that in the age of digital, there is nothing better and more effective than the visual and active representation of information through video. In the case of organizational training, it is even more effective.

In the words of Claire Schooley, of Forrester Research;

“The face-to-face classroom is no longer the norm,” says Schooley. “In fact, it’s an atypical and archaic approach for some organizations. HR and learning professionals use self- paced learning material accessed from a portal, online discussion groups that support a business line, user-produced video, learning communities that provide useful information and support, and online knowledge centers with PDFs, videos, and

graphical information accessed through keyword searches.”

So how can you harness the power of video to assist in catering to your organizations informational needs?

Enterprise video content management systems (VCMSs) are the main components of a disruptive force that has changed the way we deliver, receive and process visual information. They are the pinnacle of informational organization. Perhaps the most prolific video-content management platform is YouTube; the popular video streaming website that has amassed billions of daily active users. Although, YouTube might be the most effective platform to reach out to a large number of your employees, it is certainly not the most effective in keeping track of how that audience responds to your content.

With the resourceful **VIDIZMO Enterprise Video Content Management System**, training your employees can be significantly straightforward. Its features allow the user to **organize, track, analyze** and **store** video content with incredible convenience. Which in turn, is important in figuring out the ROI and effectiveness of that content.

Playback On All Devices, In Any Format.

VIDIZMO offers a wide range of bit rates and formats to choose from when it comes to transcoding video. This ensures playback on all devices; such as smartphones, tablets and laptops allowing users to access content anywhere and anytime.

Seamless In-App Integration

The system offers integration with third-party applications, Content-Management Systems and Learning Management Systems ensuring unhindered assimilation between existing infrastructure. In a world with increasing levels of convenience, why bother with starting off from scratch?

Strict Security Protocols

With recent network attacks affecting most parts of the world, companies can never be too sure about security. That is why VIDIZMO features strict in-app security measures that allow enterprises to regulate and censor sensitive information through password authentication. This allows them to provide remote employees with official training, without worrying about leaking unauthorized information.

Digital Class-Room Environment

VIDIZMOs User Interface (UI) allows users to assimilate into an interactive environment, providing them with various features including the abilities to conduct **polls**, **register feedback** and **ask questions**.

Take your videos with you, everywhere.

Offering bold accessibility features, VIDIZMO Videos can be watched anywhere. Which means they can be used to conduct meetings, employee trainings, webinars etc. all from remote locations. Suffice it to say, this is a carefully crafted outlet that enhances productivity and allows enterprises to bootstrap several aspects of communicating vital information, resulting in increased efficiency and favorable results.

Get in touch today and allow our sales team to offer you a **free consultation!**