QBurst

mLEARNING
REACHING EMPLOYEES WHEREVER THEY ARE

As employees become increasingly dependent on mobile technology, with over 72% connecting to colleagues on social networks, corporate learning environments need to offer content in a format that can be easily consumed on the go. This is where mobile learning comes in.

QBurst partnered with a leading insurance company to overcome challenges in employee training with an intuitive mobile learning solution. Apart from making corporate information easily accessible to users, the mLearning solution serves as an effective tool for communication, learning, and professional development.

"A one of its kind app that provides learning at the fingertips of employees. This is what sets us apart from the rest! Thanks to team who created this app with amazing and seamless UI/UX."

Project Lead, Mobile Marketing & Alliances
Leading Insurance Company

The client is a general insurance company founded in 2001 as a joint venture between a leading insurance provider in India and a European financial services company.

With a growing workforce, the client lacked a unified platform to **foster communication and interaction** among employees. Higher management was **unable to effectively communicate with** different levels of employees to **easily share the information** they wanted to. In-house training posed its own **challenges of time constraints** in delivering training programs and updates all within company hours. An effective means of keeping employees **engaged and updated** on crucial changes made by the company was found wanting.

They approached QBurst to identify the right mobile strategy to meet their 3-fold requirement.

Dissemination of information across all levels

Aid job performance and professional development

Access learning resources from anywhere

Empowering Employees with Mobile Learning

We developed native mobile applications on iOS and Android that integrated with SharePoint in the backend. The mobile learning platform facilitates communication and delivers training to employees through an intuitive user interface. Gamification elements are also incorporated to help achieve client goals.

iOS ANDROID SharePoint

What the Solution Offers

- Leaders' tweet notifications
- Image/video gallery
- Participate in quiz/polls; view live results
- Like, share, search, add to favorite, and comment on articles
- View and download PDF/Excel files
- Score points for engagement opportunities

Available on iTunes
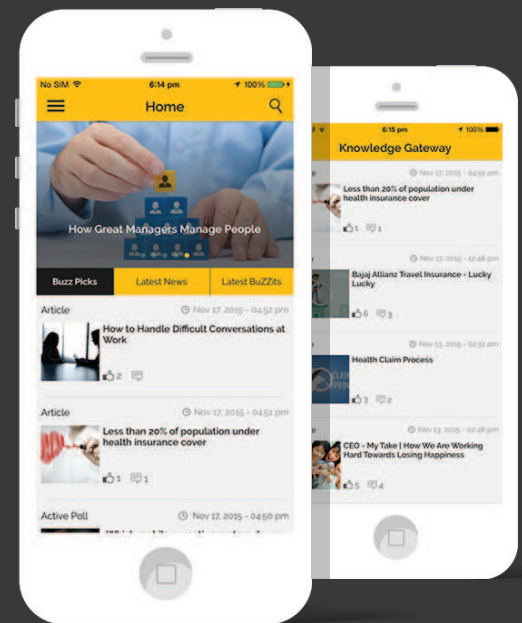
- Gamification: Badges for app interaction, leaderboard
- Backend admin interface to manage content
- Push notifications for new articles
- Mobile analytics tracks number of users, time spent on app, shares/likes/comments, and user participation

4.9 Rating on Google Play

💬 THEN

- Isolated learning
- Work hour limitations
- Underutilized training programs
- Passive growth lacking motivation

👍 NOW

- Engagement and interaction up by 45%
- Anywhere, anytime access
- 53% increase in employee participation
- Collaborative and incentivized learning while improving peer relationships