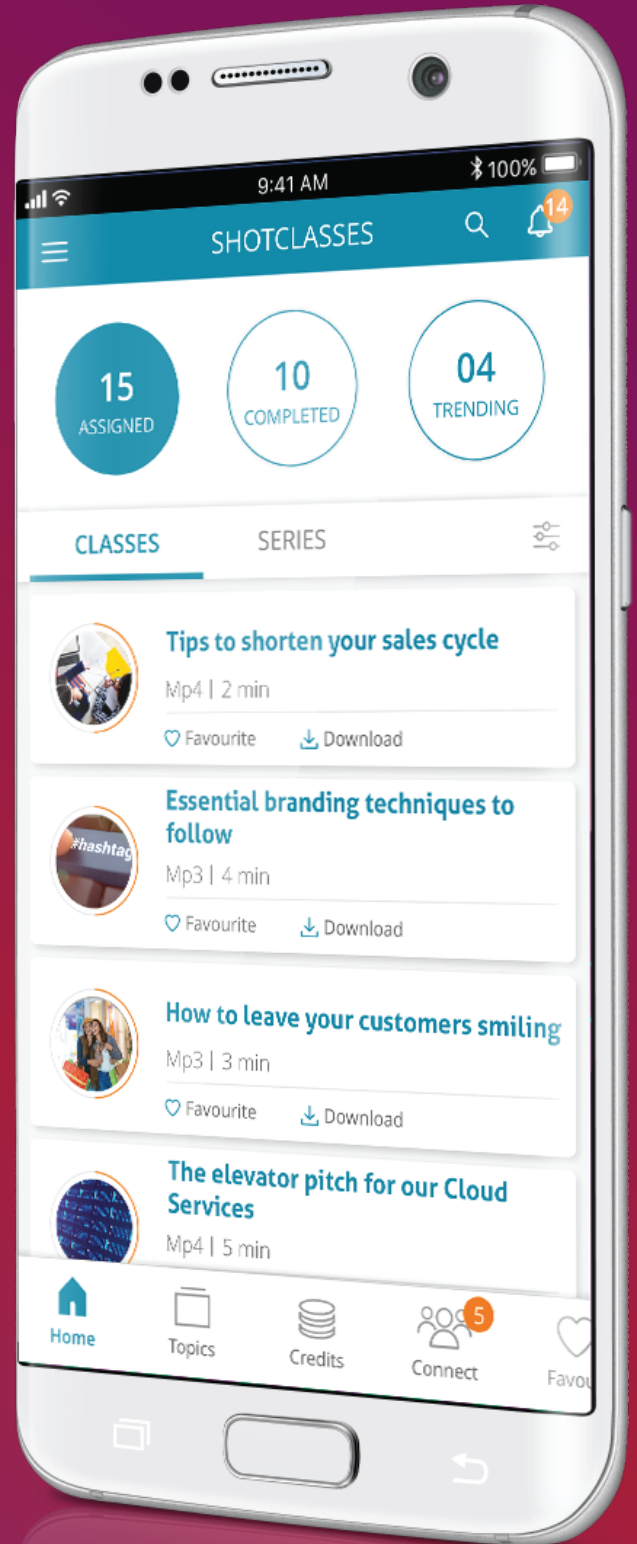


# Microlearning designed for getting better business results

Modern learners need access to relevant learning content anywhere, anytime, and on any device as workplaces become mobile and classroom boundaries cease to exist. Traditional learning methods fall short on these expectations as they usually comprise 'one size fits all' learning solutions, rigid schedules, and boring or lengthy training material.

Ideal for employees, partners & customers



# Tackle disengagement at its heart

Microlearning tackles learner disengagement comprising reducing attention spans, unavailability of content at the time and point of need, and lack of engaging or relevant content. Bite-sized courses typically focus on a single topic, can be accessed online or offline on-the-go, and the courses are personalized to match learners' needs and preferences. Hence, organisations are now turning to microlearning as just-in-time learning that employees can access on their own – anytime, anywhere instead of a traditional periodic training approach.



Better knowledge retention



Training uptake and engagement

## Measure and optimize your learning approach

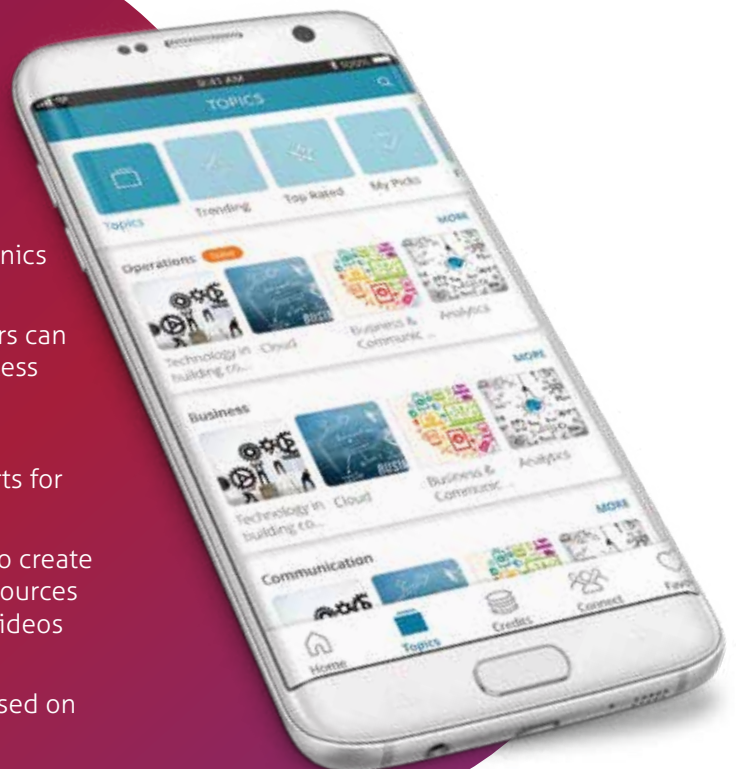
As technologies, customers, and markets change rapidly, it is imperative for businesses to measure the impact of training and course-correct wherever required to maximize their investments. While traditional training material is lengthy and difficult to update, distribute and evaluate, microlearning content on the other hand, can be quickly updated/refurbished or even repurposed to garner greater impact. Measurement is easy, transparent and learners can self-track their progress.

## Address diverse training needs with one solution

Microlearning ensures that all employees (sales, service, marketing, customer care etc.) and partners (distributors, dealers) are always up-to-date with the latest product/services information to meet evolving customer demands which is impossible with traditional training methods that involve physical face-to-face interactions. Microlearning presents the perfect opportunity to address diverse needs such as disseminating information on product/policy updates, ongoing promotions, industry best practices, organizational announcements, and more to all the stakeholders simultaneously.

## Shotclasses: Reimagine enterprise learning for the mobile-first era

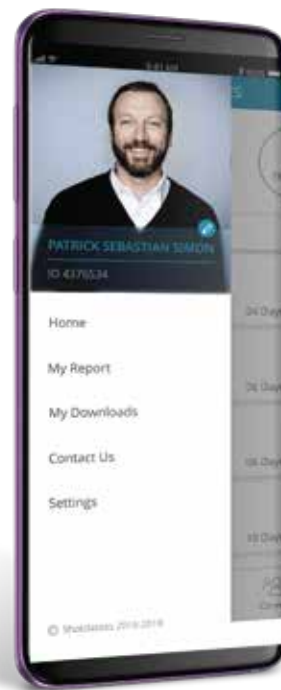
- **Gamification and social learning:** Game-like mechanics and peer-to-peer learning to incentivize learners
- **Continuous and personalized engagement:** Learners can set a learning path according to their needs and access content in multiple languages
- **Impact assessment:** Impact measurement through interactive dashboards and intuitive real-time reports for tracking employee progress and class usage
- **Quick content creation and publishing:** Flexibility to create classes by combining multiple internal or external sources such as YouTube, SlideShare, and internal product videos etc.
- **Intelligent distribution:** Ability to assign classes based on employee roles, geography, product handled etc.



How?	Benefits
Disseminate product information such as features, updates, comparison charts	<ul style="list-style-type: none"> <li>▪ Better informed salesforce</li> <li>▪ Superior sales conversion</li> </ul>
Send product assembly instructions, troubleshooting videos, etc.	<ul style="list-style-type: none"> <li>▪ Better and faster after sales service</li> <li>▪ Improved customer experience</li> </ul>
Disseminate short courses on new-age skills, job-specific trainings, certifications, upskilling and cross-skilling content	<ul style="list-style-type: none"> <li>▪ Future-ready workforce</li> <li>▪ Cost-effective skills upgradation</li> </ul>
Share short 'Did You Know' cards for organizational announcements, compliance policies, reimbursement plans, etc.	<ul style="list-style-type: none"> <li>▪ Enhanced employee experience &amp; faster onboarding</li> <li>▪ Reduced churn</li> </ul>
Share standard operating procedures, best practices, branded content with partners, dealers, and distributors	<ul style="list-style-type: none"> <li>▪ Improved franchise management</li> <li>▪ Enhanced channel partners' experience</li> </ul>

## A complete microlearning solution designed for modern enterprises and learners

Mindtree's Shotclasses is a complete mobile-based microlearning offering that helps enterprises create and push relevant bite-sized courses, videos or tips/recommendations to employees at the point of need. With Shotclasses, enterprises have access to a cloud-based, gamified social learning platform that marries security with scalability and helps improve learning efficiency. The result: superior learner engagement, knowledge retention, and training effectiveness that translates into incremental business benefits.



### Platform



Mobile-first microlearning software as a service for all enterprise customers with a simple UI

### Success Partner



Consulting and concierge services for communication, monitoring, instructional design and rollout support to meet defined success criteria

### Content



Creation of new microlearning content and repurposing of existing content aligned with defined content strategy

### Integration



OOTB integration with ID management system and various content sources; Open architecture to integrate with other enterprise systems

# Why Mindtree?

- Experience in delivering end-to-end microlearning solutions to global clients across **24 countries, in more than 9 languages**.
- **Cloud based, device and bandwidth agnostic** solution that automatically adjusts to available bandwidth and a wide spectrum of mobile devices such as Android, iOS and Windows OS.
- **Out-of-the box integration** capability to popular identity and access management systems like Azure Active Directory, supporting SAML2.0/OAuth2.0 standards.
- **No maintenance** or application infrastructure required for additional subscription license.
- **In-built high secure authentication** and authorization mechanism with 99% availability.
- We promise **great quality delivered faster**

## Reach us at:

For product demo and enquiries, visit the below URL:

Shotclasses Contact-us for Queries/Demo: [Click Here](#)

Alternatively, you may also reach us on below mail id:  
[Hello.Shotclasses@mindtree.com](mailto:Hello.Shotclasses@mindtree.com)

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Mindtree [NSE: MINDTREE] is a global technology consulting and services company, helping Global 2000 corporations marry scale with agility to achieve competitive advantage. "Born digital" in 1999, more than 340 enterprise clients rely on our deep domain knowledge to break down silos, make sense of digital complexity and bring new initiatives to market faster. We enable IT to move at the speed of business, leveraging emerging technologies and the efficiencies of Continuous Delivery to spur business innovation. Operating across 17 countries, we're consistently regarded as one of the best places to work, embodied every day by our winning culture made up of 19,000 entrepreneurial, collaborative and dedicated "Mindtree Minds." To learn more, visit [www.mindtree.com](http://www.mindtree.com) or follow us @Mindtree\_Ltd.