



POKESHOT  
**SMARTERPATH**  
ACTIVATE KNOWLEDGE - INCREASE PRODUCTIVITY



# A STORY ABOUT

## Effective workspace learning

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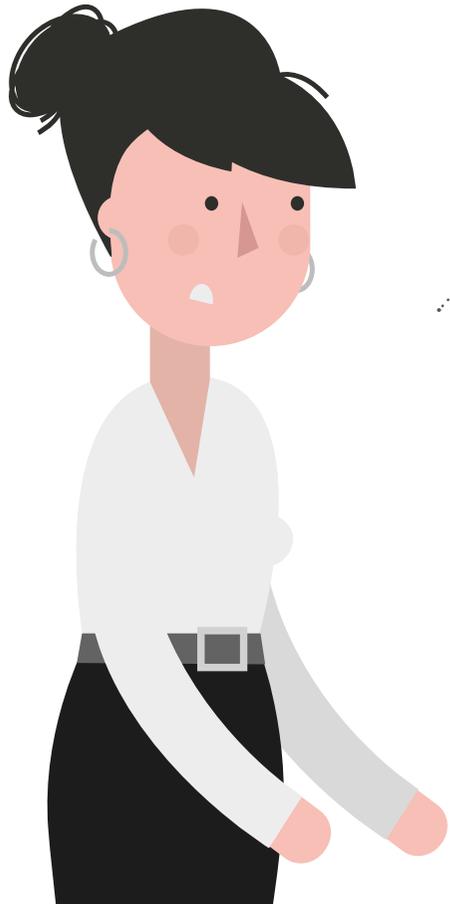
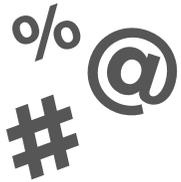
Ms. Clever is the CEO of a mid-sized company. Her industry is driven by innovation and her **business processes are constantly changing**. Digital transformation is essential to their success. In order to succeed in the market, it is important that employees participate in this change, because they need to be **trained quickly and effectively**. This is time-consuming and costly. Excessive information and unused corporate knowledge have a negative impact on the performance of the entire company.



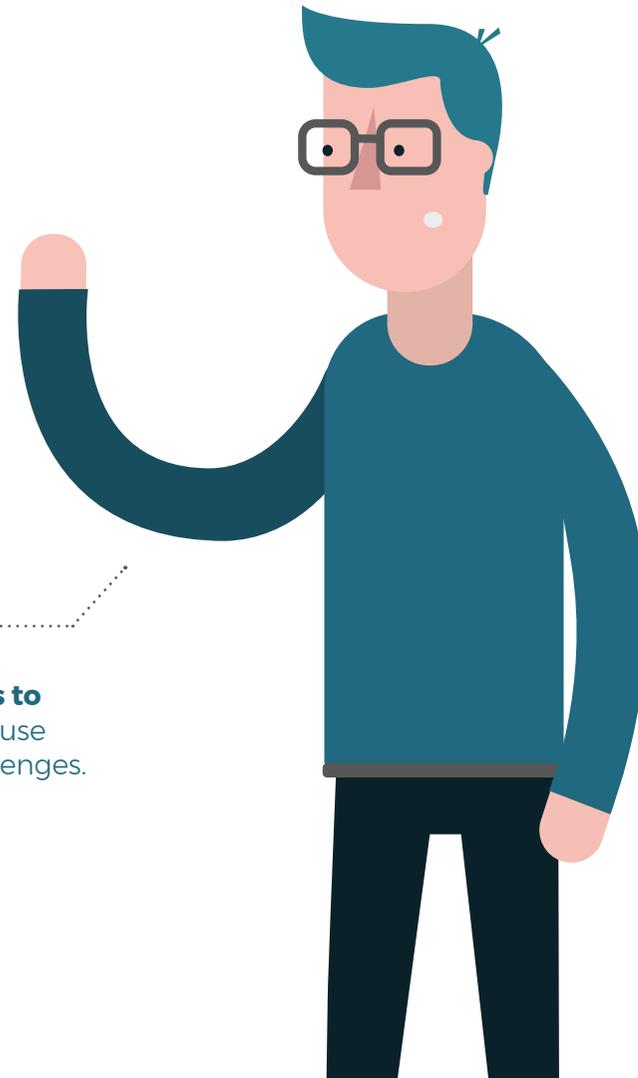
Mr. Smart faces the same challenges in his business. He is a little bit more relaxed though **because he relies on SmarterPath.**

# A DISCUSSION ABOUT

## The Value of SmarterPath



My company is challenged with **constant changes and less routine work**. People simply can't follow the short cycles of changes, not to mention **onboarding new employees**.



The changing nature of work requires companies to **adopt new approaches to learning** and knowledge transfer. We use **SmarterPath** to overcome these challenges.



# A DISCUSSION ABOUT What is SmarterPath



\* **LMS** Learning Management System  
\* **ESN** Enterprise Social Network  
\* **ECM** Enterprise Content Management

+ BLUE PRINTS

+ QUIZ

+ VIDEOS

+ TUTORIALS

+ PEOPLE

+ PLACES

+ DOCUMENTS

**SMARTER PATH**

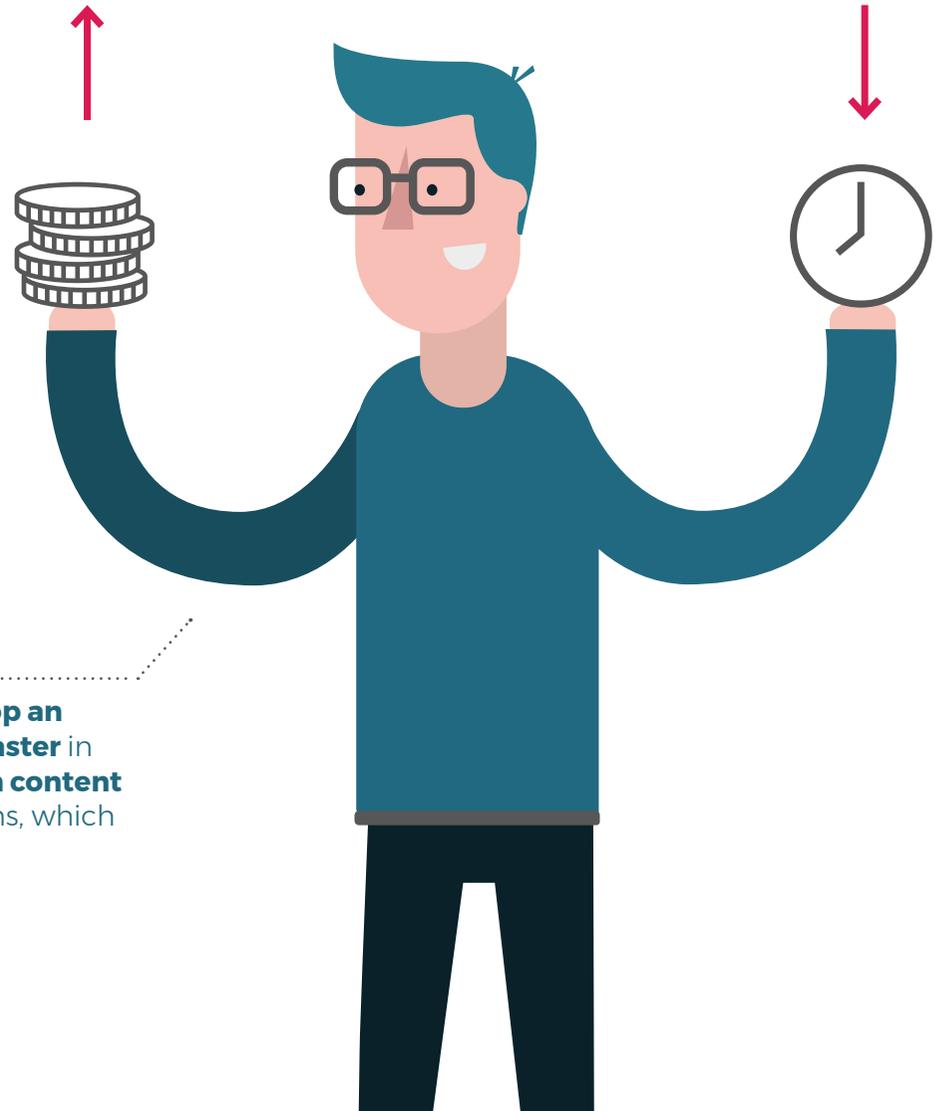


# A DISCUSSION ABOUT

## Lower Costs & Faster Adoption Of New Processes



OK. But how does it **impact the processes and performance** of my people?



With SmarterPath employees **develop an understanding for new processes faster** in collaborative groups **guided through content and learning** by flexible smarter paths, which are **quick to adapt or create**.



# A DISCUSSION ABOUT

## The Difference From Traditional LMS Solutions

Hmm. But how does this **differentiate from standard LMS solutions**?

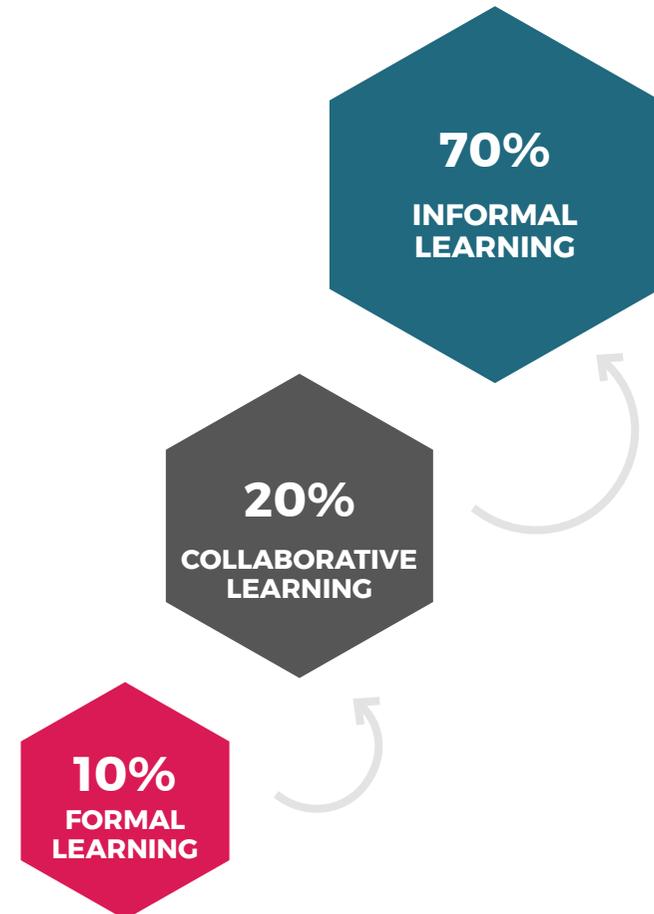


**Traditional LMS solutions only support the 10% structured learning, while SmarterPath covers the whole range adding 20% learning from each other and 70% experiential learning.**

I've heard about the 70:20:10 model and if SmarterPath really supports it then it is a differentiator indeed. **Can you explain how it works?**



Well the 20% is covered as SmarterPath is **embedded in social collaboration solutions or intranets**, where employees can build and share intelligent ways, so called smarter paths, of **leading each other** through all kind of content. The 70% experiential learning is supported, because the content in these paths **is embedded in the daily workplace** and people can apply what they're learning immediately.





# A DISCUSSION ABOUT Onboarding

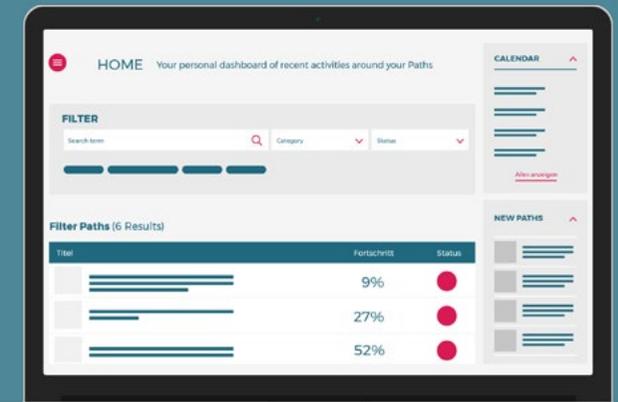


Interesting. Sounds promising. What are the **use cases you use SmarterPath** for in your company?

One is **onboarding**, like you mentioned earlier. We were able to **cut down onboarding time and cost**, saving resources of colleagues and managers with **effective on-boarding smarter paths**. It **motivates new team members**, injects our company DNA and introduces it to their teams and tasks.

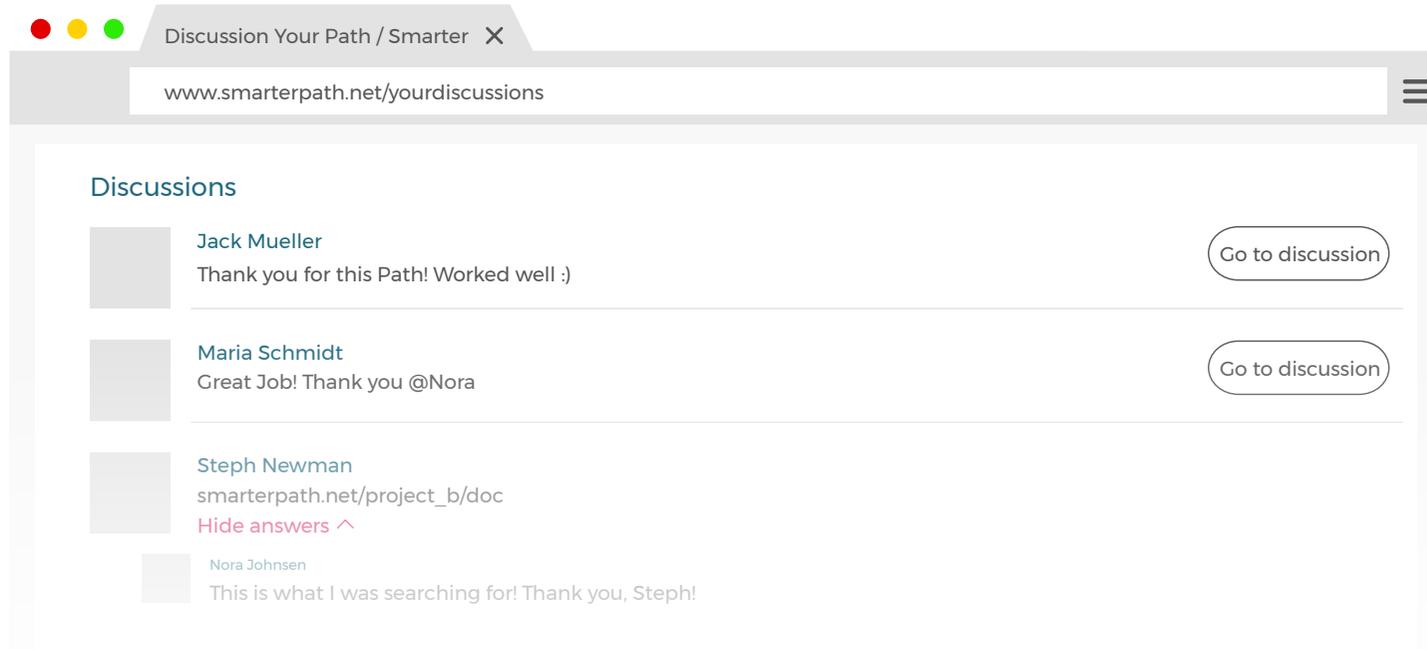


**Welcome, Paul!**



# A DISCUSSION ABOUT

## Sales and Service



I can imagine that. Turnover times are shortening these days and anything that cuts cost helps. **Are you using it for any other areas?**



We use it to improve our **sales and service**. This **drives revenue and customer satisfaction**. Our employees working in service and sales **acquire the skills** they need on the job with respective smarter paths. They **further develop these skills along the way** by answering each others questions and **share customer stories in collaborative groups** around the learning paths.



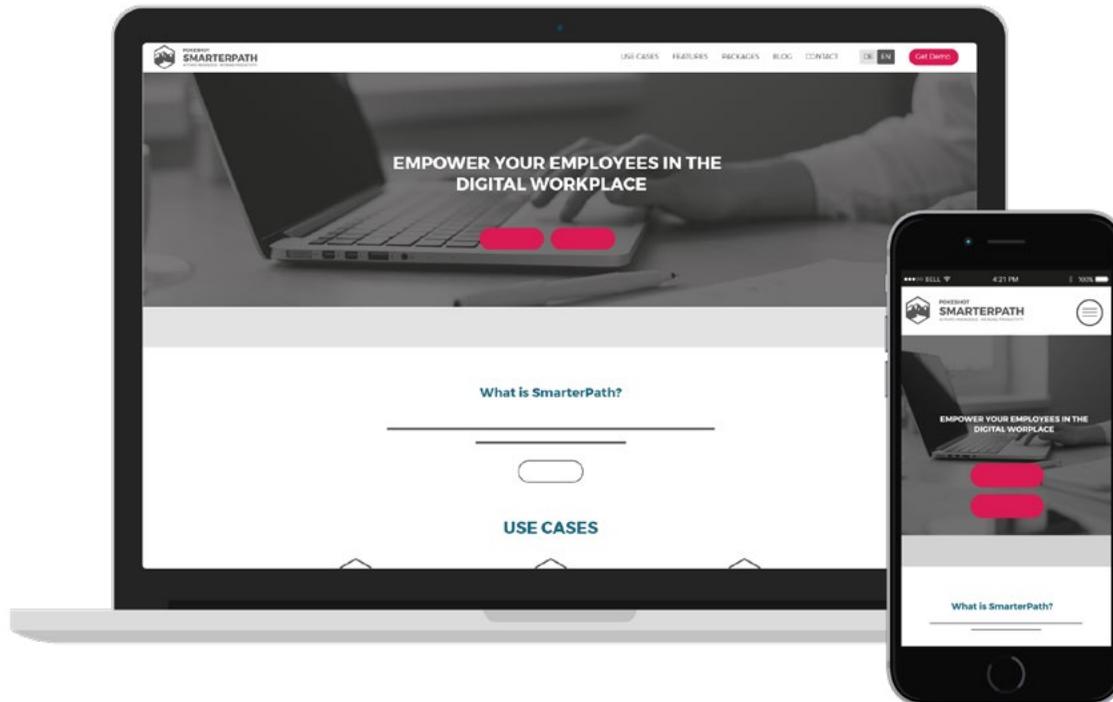
# WHERE TO GET MORE INFORMATION



That's really interesting. I've gotten a sense of what this SmarterPath can do.  
**Where do I get more information?**



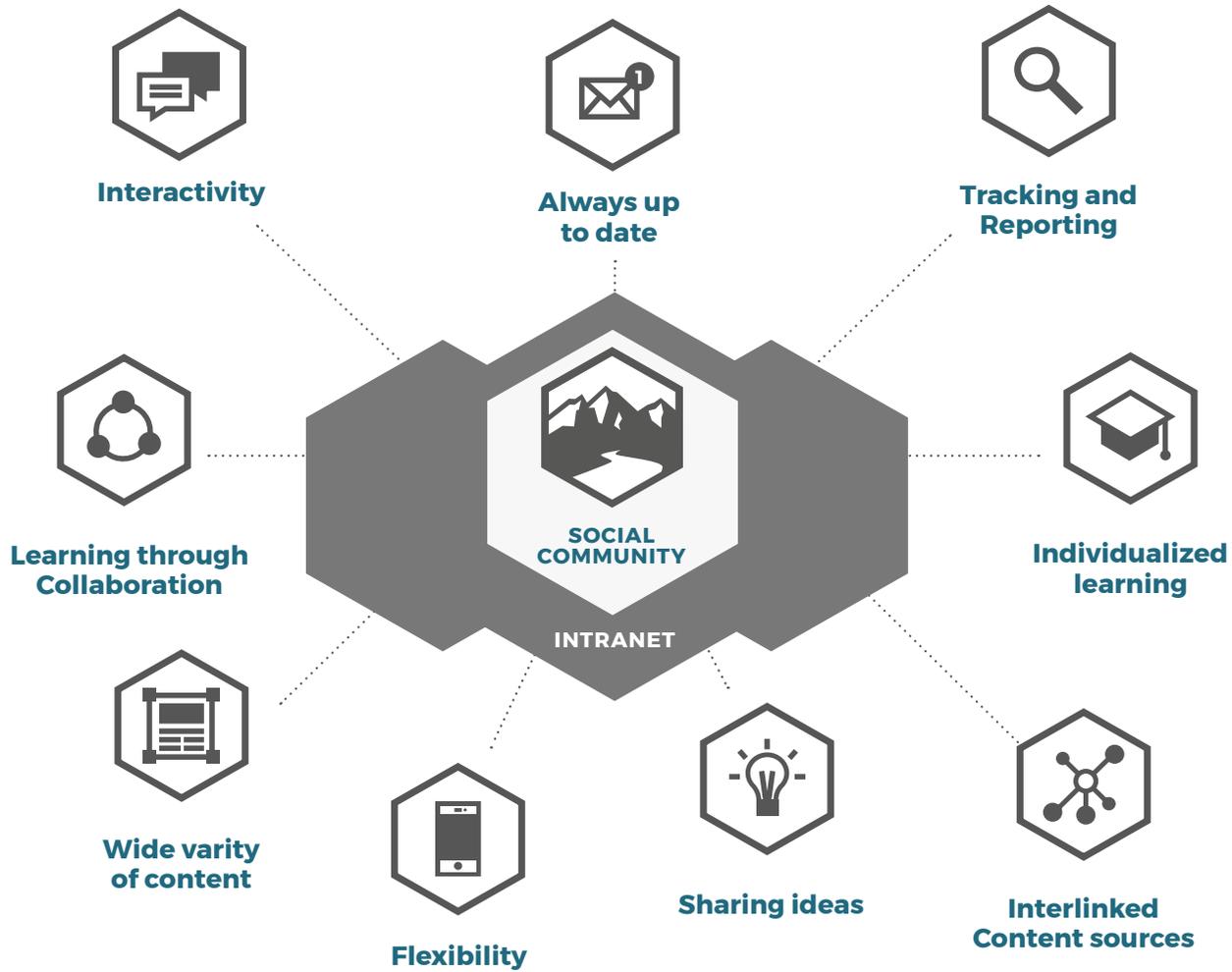
 [www.smarterpath.net](http://www.smarterpath.net)



I guess the first thing I can recommend is to **visit their website**, which also has a lot of customer interview videos, so you **can get more insight how other companies benefit** from it. When I got to know them, they were very happy to give me an **individual demo**. But be prepared, they **ask quite a lot of questions about your business first**, since they want to make sure that **SmarterPath delivers a value to your business objectives**.

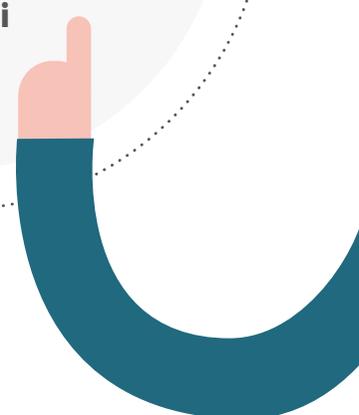


# SUMMARY



**A Solution to Search, Extract, Aggregate, Up-cycle & Publish Knowledge**

- + Increased Revenue
- + Increased Productivity
- + Maximized roi



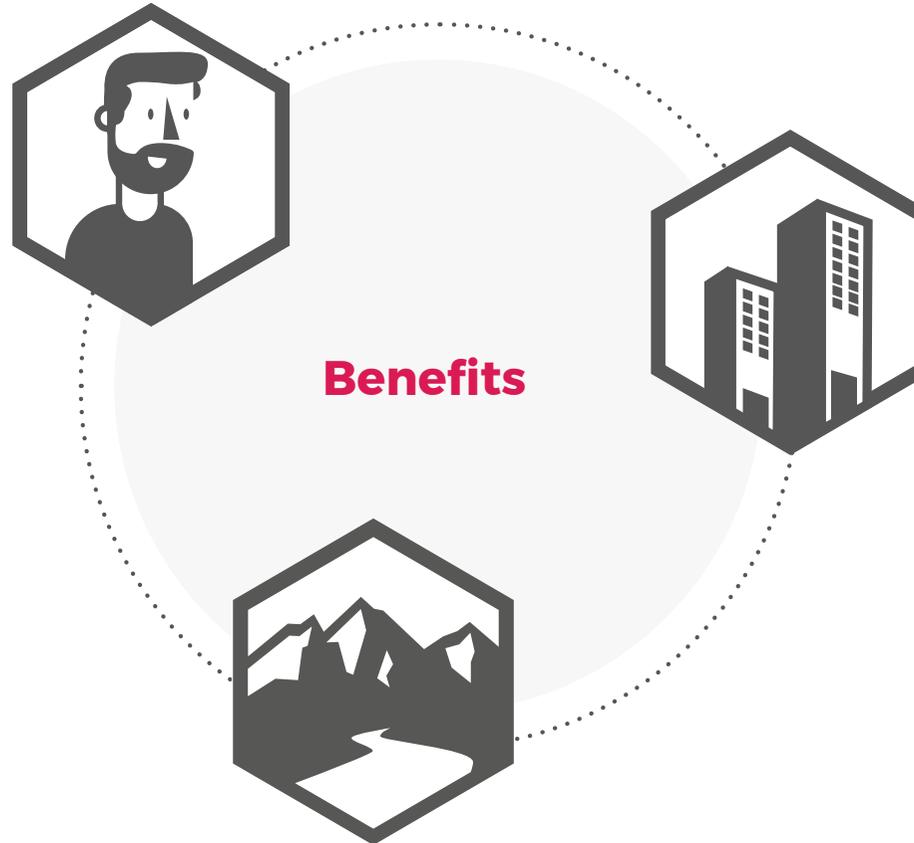
# SUMMARY

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## Employees

... benefit as they boost their performance supported by impactful knowledge & training



## Companies

... benefit from their intellectual property and knowledge being upcycled and actively used to achieve company objectives.

## SmarterPath

... benefits & fully supports the 70:20:10 models & lifts knowledge impact to the next level.

# SUMMARY

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Now both of them can look toward  
the future a bit more relaxed.  
Be clever - and smart, too.  
**Use SmarterPath!**



**Learn more at [www.smarterpath.net](http://www.smarterpath.net)  
and arrange a demo!**

# CONTACT

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Pokeshot ranks as one of the most experienced full-service providers of social business solutions. Our team of knowledgeable and creative professionals is deeply committed to developing solutions that help our clients achieve sustainable success.



**POKESHOT**  
PEOPLE SOLUTIONS PERFORMANCE



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