



POKESHOT
SMARTERPATH
ACTIVATE KNOWLEDGE - INCREASE PRODUCTIVITY

A STORY ABOUT

Effective workspace learning



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.

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

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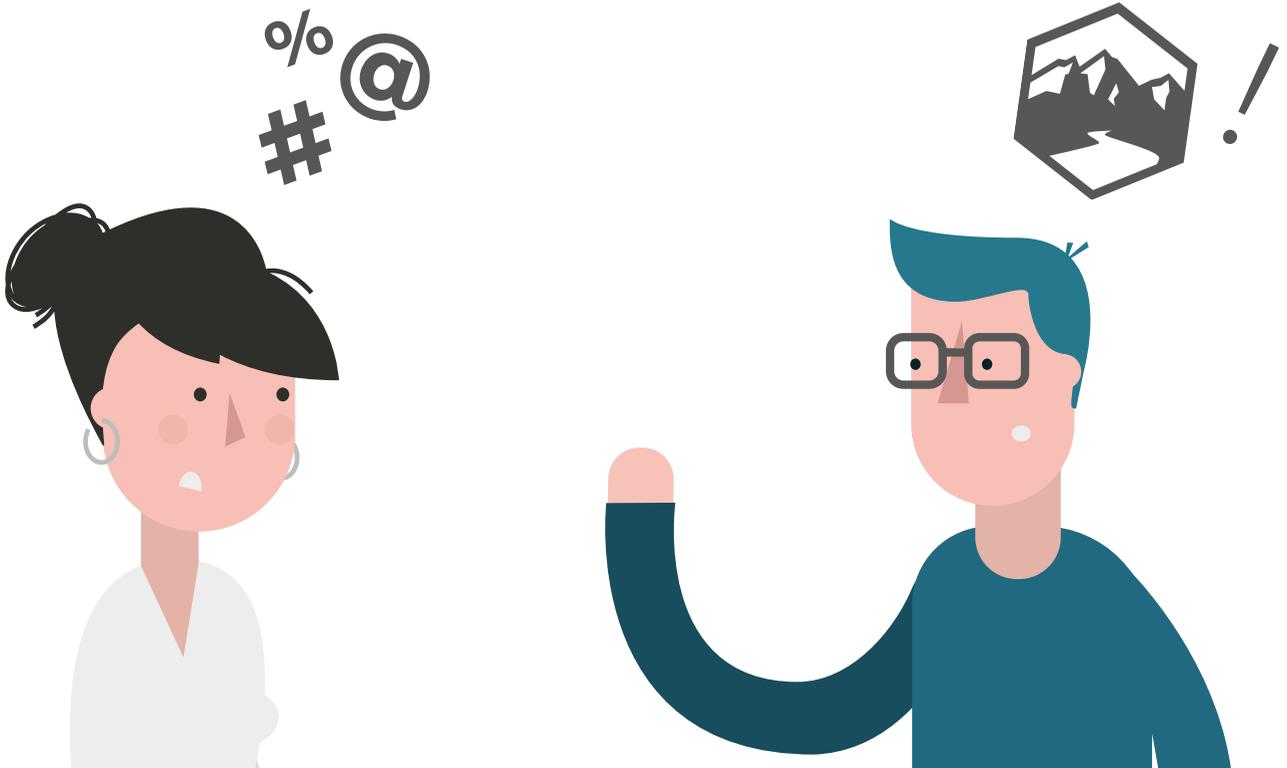
A DISCUSSION ABOUT

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.

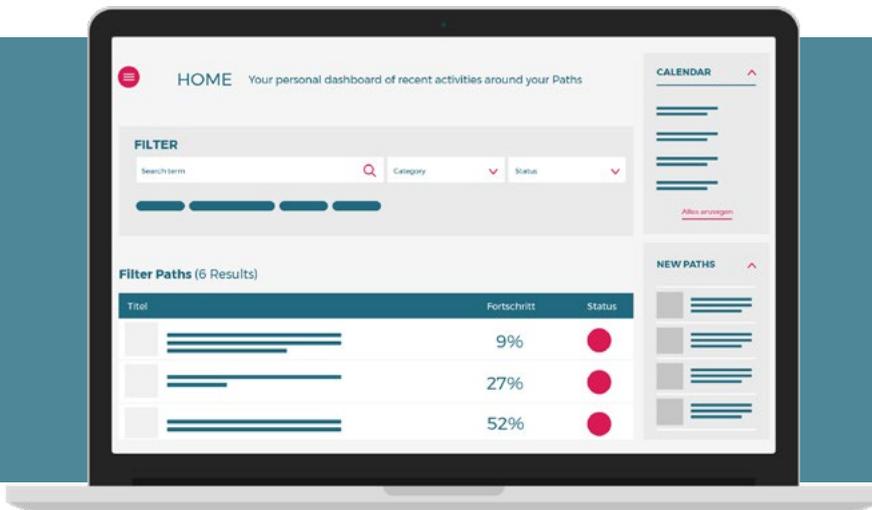


A DISCUSSION ABOUT

What is SmarterPath



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



- + BLUE PRINTS
- + QUIZ
- + VIDEOS
- + TUTORIALS
- + PEOPLE
- + PLACES
- + DOCUMENTS

SMARTERPATH

A DISCUSSION ABOUT

Lower Costs & Faster Adoption Of New Processes

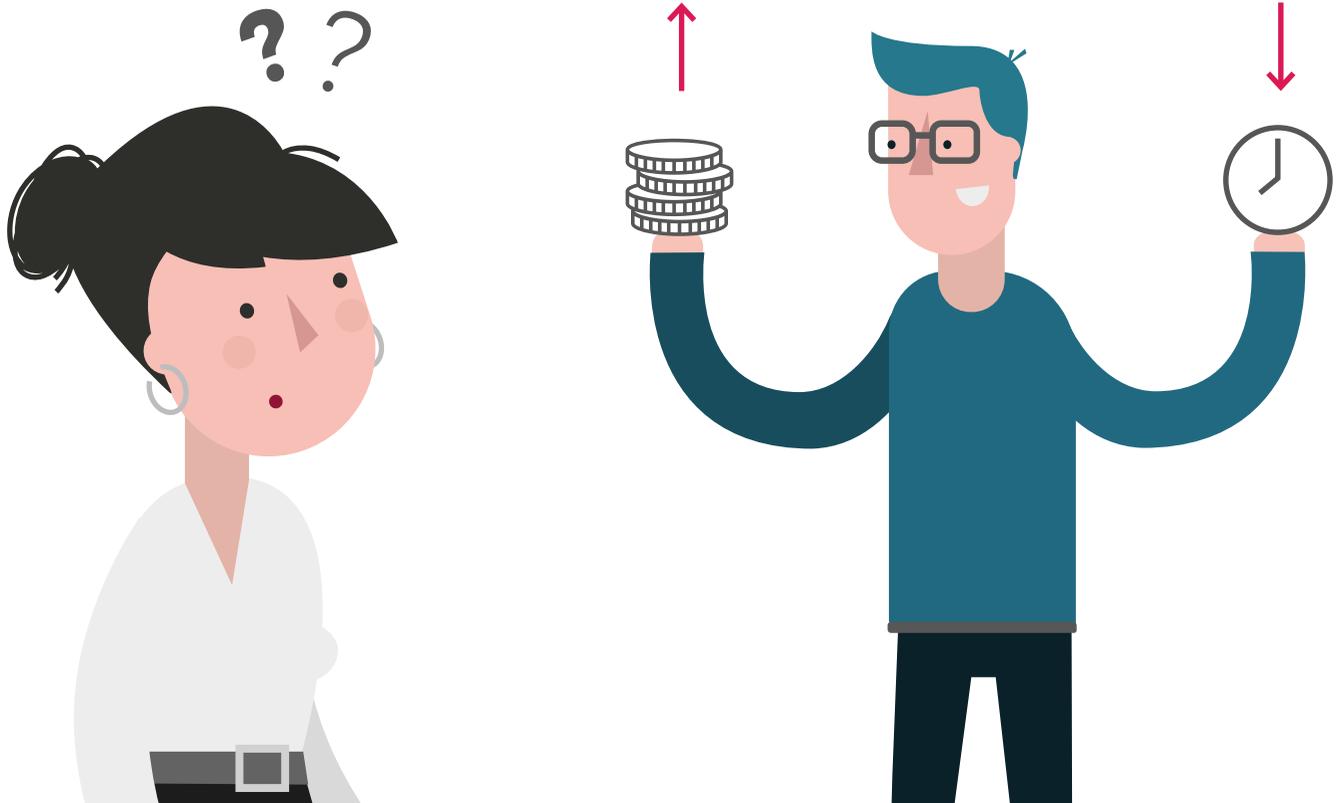


OK. But how does it **impact the processes and performance** of my people?

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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**.

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A DISCUSSION ABOUT

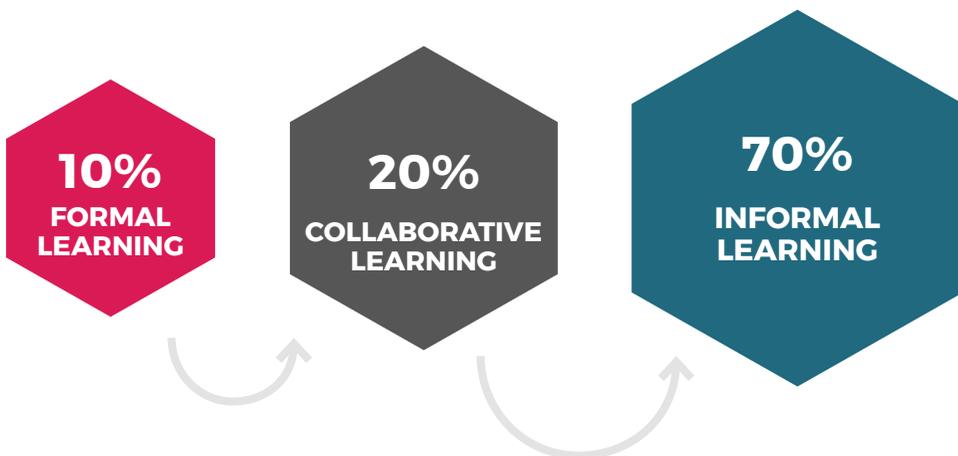
The Difference From Traditional LMS Solutions



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.



A DISCUSSION ABOUT

The Difference From Traditional LMS Solutions



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 Smarter-Path 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



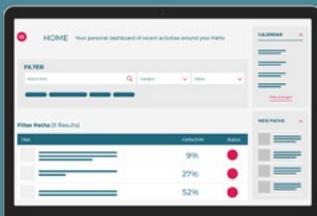
Interesting. Sounds promising.
What are the **use cases you use SmarterPath** for in your company?



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

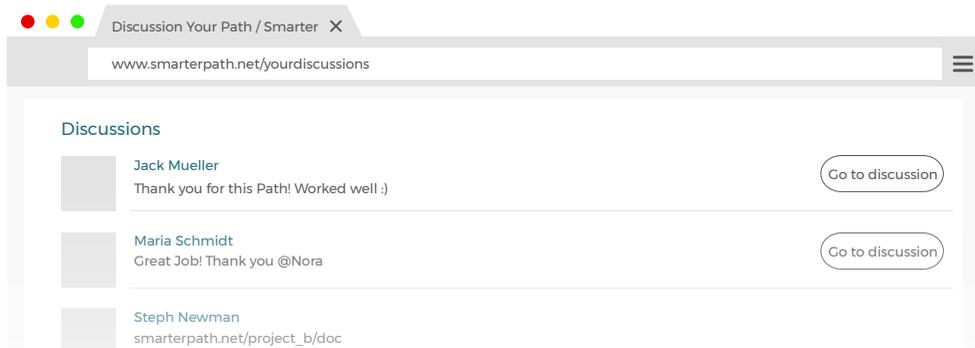
Sales and Service



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.

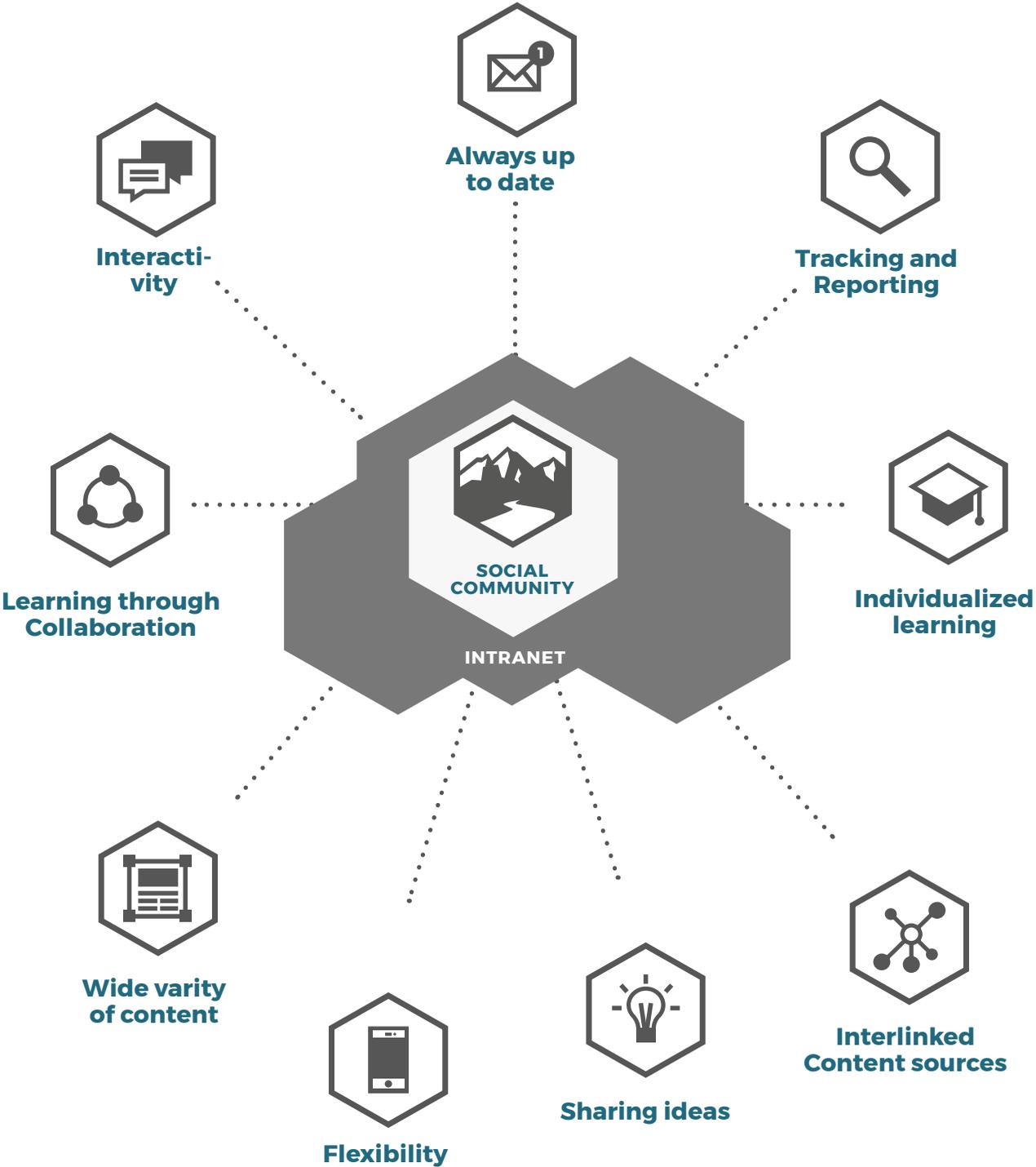
Where do I get more information?



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**.



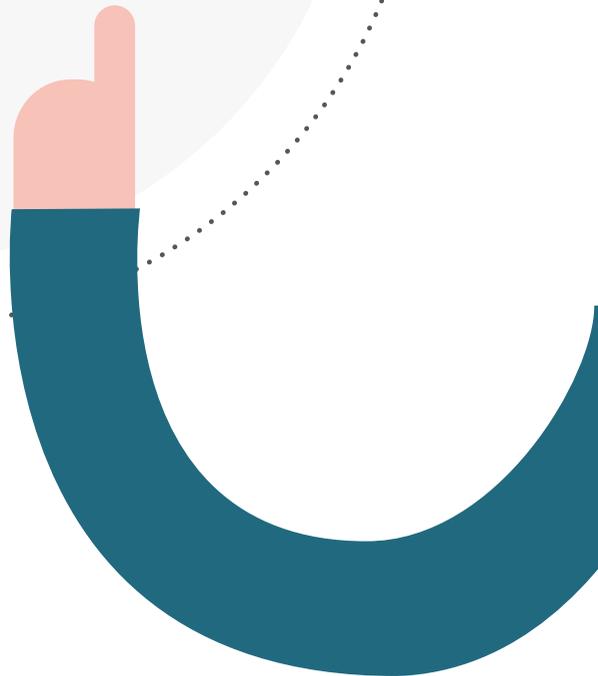
SUMMARY





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

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



SUMMARY

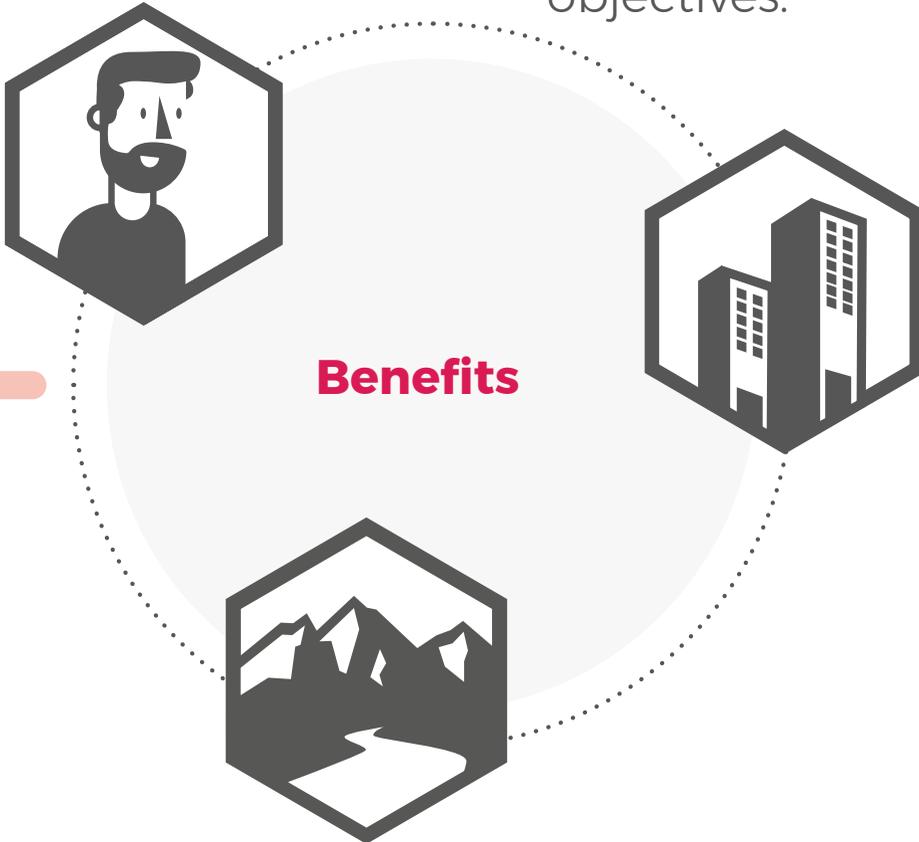


Employees

... 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

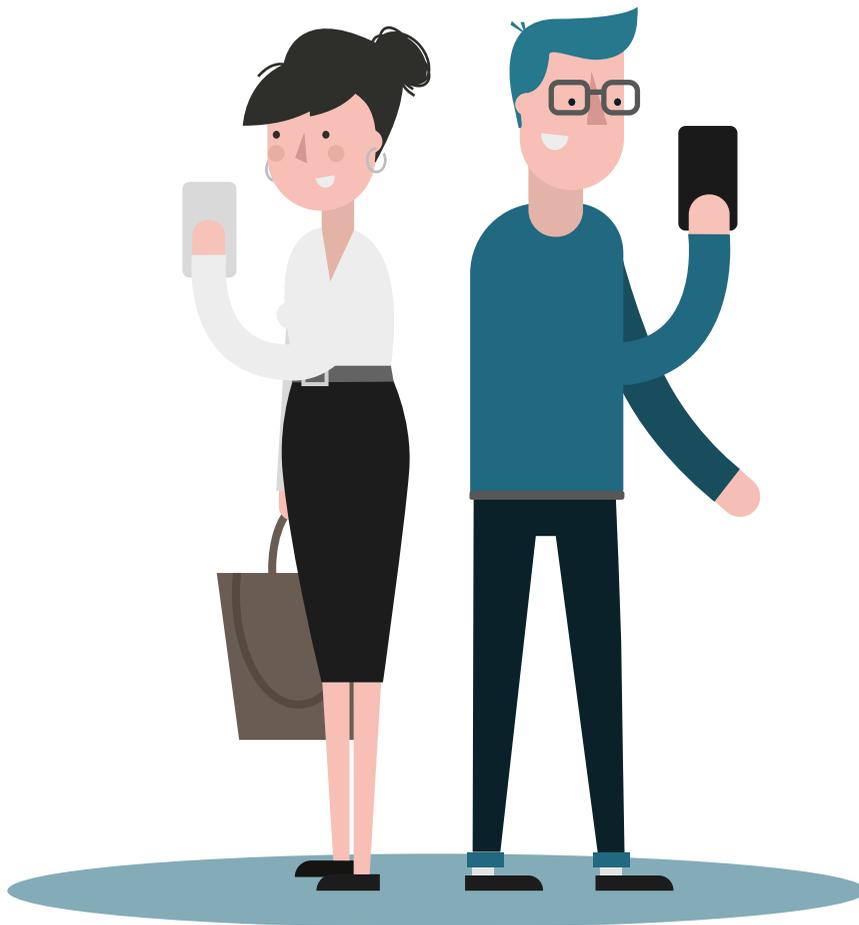
... benefits & fully supports the 70:20:10 models & lifts knowledge impact to the next level.

SUMMARY



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

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**Learn more at www.smarterpath.net
and arrange a demo!**

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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.



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PEOPLE SOLUTIONS PERFORMANCE



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