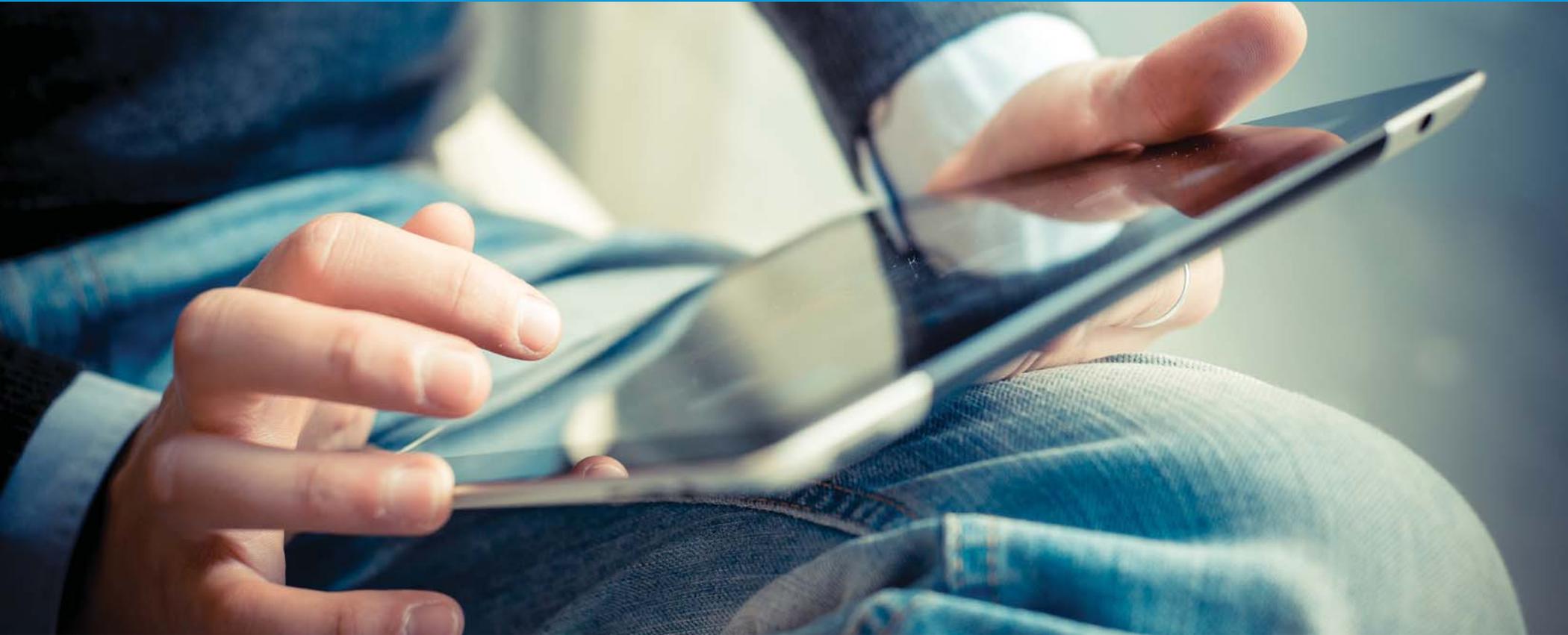


Bringing Learning to Learners: Embeddable Widgets

By Gordon Johnson



How to use in-app training widgets to deliver learning where your learners live, breathe and work every day

Contents

- I. Destination Unknown: Why Destination Apps Cripple Training Productivity 03
- II. A Direct Connection: How Embeddable Widgets Seamlessly Deliver Learning 04
- III. Widgets at Work: Capturing Learners at “The Point of Least Resistance” 06
- IV. One Less Pain: Resolving Poor LMS Usability with Embeddable Widgets 07

Introduction

“Super” stores such as Super Target, Walmart Supercenter, Costco, etc. have become our go-to shopping destination. They’re incredibly convenient—visiting just one store to buy groceries, electronics, clothes, toys, you name it—and a major timesaver.

Some savvy LMS providers are now applying this “convenience concept” to learning through embeddable widgets. Read on to learn how they can supercharge your L&D’s effectiveness.

Destination Unknown: Why Destination Apps Cripple Training Productivity

If you read my “[Bringing Learning to Learners](#)” LMS Insights, you’ll know that far too many corporations waste thousands of dollars (even hundreds of thousands!) on unused learning content. It’s a crippling problem.

One of the reasons why unused content is still draining L&D budgets is that there are far too many “destination apps” or sites for learners to visit when trying to get training, such as:

- The LMS
- Salesforce (for sales teams)
- External partner or customer training sites
- Internal SharePoint portals or intranets
- And more

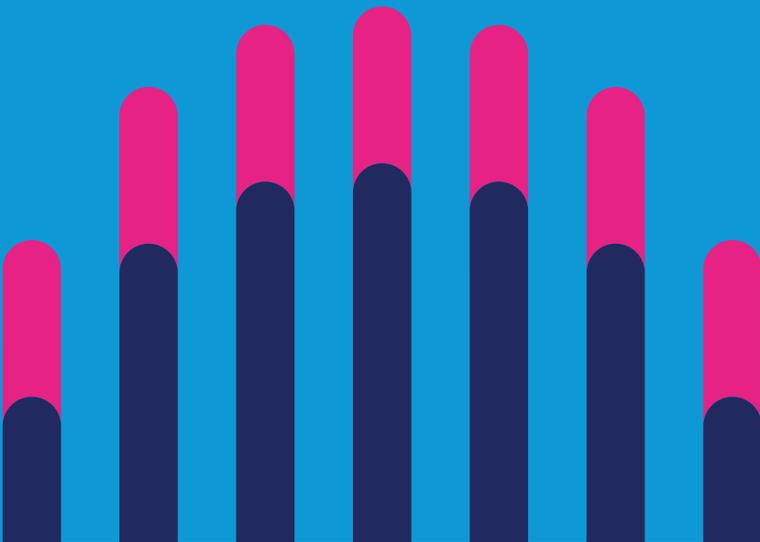
Often, training is dispersed across multiple enterprise locations and can be incredibly hard and time-consuming to find. So learners just don’t bother looking for it.

Enter the embeddable widget—aka “in-app training widgets”.

Embeddable Widgets—A Brief History

Desktop widgets have been around for several decades. And web widgets became popular the mid-2000s, making it easy to customize sites with dynamic, data-driven content. Now, in-app “embeddable” widgets take the best of this concept to a whole new level with “app-in-app” functionality.

For learning, this means that learners can now access training content when and where it makes sense within their daily workflow. It’s a completely non-intrusive, no searching required, time- and life-saving solution to leverage under-used, or never seen, learning content.



A Direct Connection: How Embeddable Widgets Seamlessly Deliver Learning

As I mentioned earlier, a few LMS providers are now using embeddable widgets to bring learning directly to the learner, instead of having them visit countless destination apps.

Think of this scenario like Costco, where you go in for wine and cheese, but also pick-up a new coffee maker, a DVD and some flowers—which are all conveniently place along the aisle on your way to the wine section.

ExpertusONE's embeddable widgets, for example, allow customers to put their training catalogs in places where their learners spend the most time: websites, social media sites, intranets, SharePoint, Salesforce (or other CRMs), even emails. Better yet, they can custom-tailor the catalogs to specific learning groups.

This convenience results in higher levels of engagement and better training adoption—which leads to:

- Highly trained employees, partners or customers
- Better overall employee/partner productivity
- Increased customer satisfaction

“In-app training widgets exist in varying degrees of sophistication. Many LMSs have an API concept where they can display calendars, courses, training history, content recommendations, promotions and gamification in other portals. If complicated, the feature gets talked about, but rarely used. Some have made this easier than others, like Expertus. I would say those who have fully widgetized (automated) it would be in the top 10% of vendors.”

—John Leh, CEO & Lead Analyst,
Talented Learning, LLC

Widgets at Work: Capturing Learners at “The Point of Least Resistance”

Following is an example of the time-saving power of embeddable widgets at work.

Let’s say you’re a training manager for software company and you’re rolling out a new version. Before embeddable widgets, you’d have to send out an email or alert saying go to the LMS, login, find this new release course, register, take the course and then you’re good—you’ll know how to use the upgrade.

With in-app training widgets, you can simply embed a link to the required course in an email. So learners just see the link, click it and immediately start learning. In other words, embeddable widgets capture learners at “the point of least resistance” to training.

Here’s another example...

Maybe all of your partners are on LinkedIn. You can now just embed course links right there. The moment they login, they see their training. No promotion needed. No extra steps to begin.

In-app training widgets save time and eliminate the need to make people jump through hoops to learn, such as having to login and remember multiple passwords for multiple learning destinations. They simply integrate learning with what people do and where people go on a day-to-day basis.

One Less Pain: Resolving Poor LMS Usability with Embeddable Widgets

Another major pain that embeddable widgets solve is a challenging LMS interface.

Legacy LMSs are notoriously cumbersome to use. So many employees, partners and/or customers steer clear of them. However, with a targeted widget embedded into their platform of choice, such as Salesforce, they don't have to learn or navigate a new system to train—or even seek it out. They just see it, click it and begin. Problem solved.

Summary

Embeddable widgets are really all about the learner and user experience. The convenience of bringing learning to learners, in a forum that they frequent and actually care about, raises training engagement, relevance and context.

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Gordon develops and executes programs that generate the visibility and understanding of Expertus' offerings among target audiences. With 20+ years of B2B marketing experience, Gordon has devoted the bulk of his career to perfecting value-added customer communications, integrated direct marketing and customer interaction programs in learning environments.

If you'd like to discuss how to bring learning to learners in your organization, please contact Gordon directly at gordonj@expertus.com or request an ExpertusONE demo at www.expertus.com/demo.

About ExpertusONE

As a trusted learning technology partner, Expertus has built ExpertusONE—the most powerful and intuitive LMS for training any learning audience. The enterprise-class system engages and empowers learners and admins, enhances learning effectiveness and enables distributed learning at scale.