



A Modernized Approach to eLearning

Self-Service Training for Your Digital Transformation

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Executive Summary

Company-wide training requirements have changed drastically over the past decade, driven by modern workplace technology and the stringent, on-demand information expectations of a rising millennial workforce. Convenience, accessibility, and usefulness are the key considerations for the new way of learning. Employees want information to solve specific tasks immediately when they need it. To match this business model, ClipTraining has revolutionized eLearning by designing a “Self-Service” platform for job skills enablement that leverages thousands of short, task-based training videos available through an intuitive interface on any device.

This efficient model for training end-users embodies the hallmarks of a productive learning experience. This whitepaper describes how self-service learning can be applied to help drive the adoption of software products more successfully and provide job skills enablement covering different work profiles from HR compliance training to onboarding front-line workers.

Self-service learning enables the fastest and most efficient route to help employees absorb knowledge and gain confidence in their job skills. This whitepaper is divided into the following four sections which explain the reasoning and business value of self-service learning:

- Modernized Approach to Learning
- Why Traditional Training Doesn't Work
- Advantages of Self-Service Learning
- Functional Requirements for Self-Service Learning

Benefits of Self-Service Learning

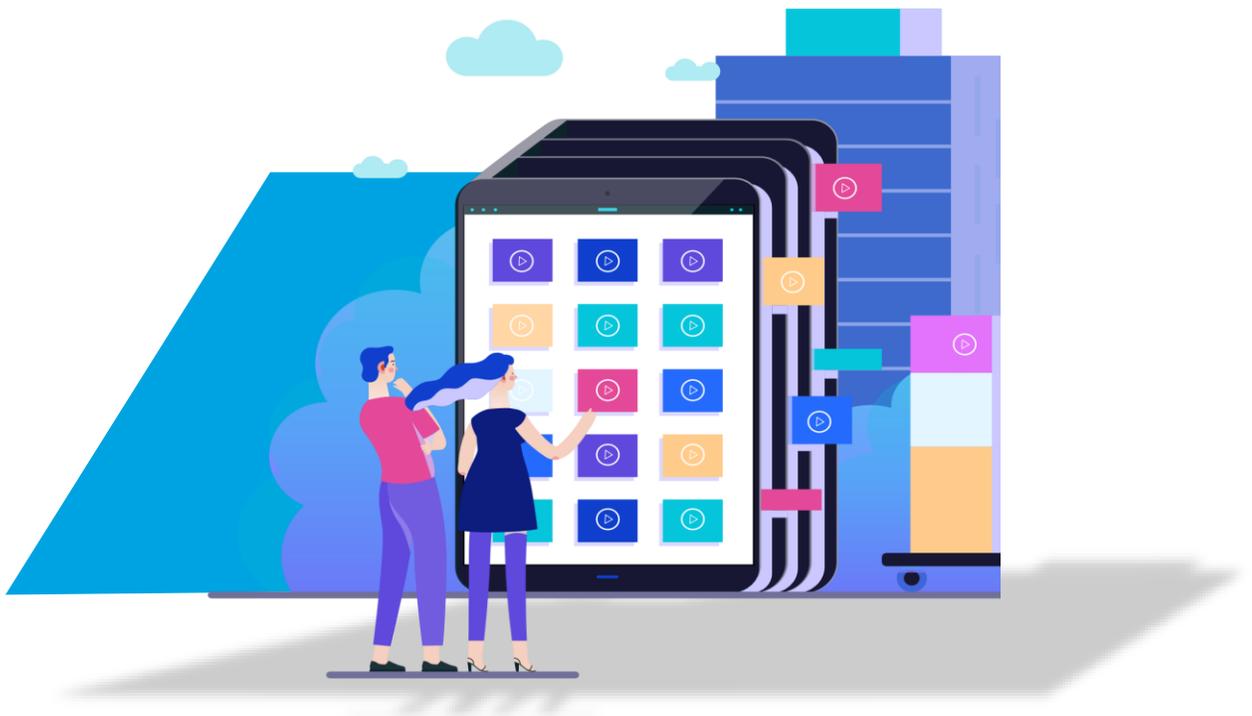
Organizations that adopt and embrace new self-service learning methods over obsolete in-classroom training, or eLearning models of the past, will vastly improve user productivity and more quickly achieve their digital transformation goals. The top four business value outcomes from adopting a self-service learning approach include the following:

1. Incredibly efficient learning process for job skills training and technology adoption
2. Improved knowledge retention from users applying their newfound skills immediately
3. Reduced time away from job activities by providing anywhere access to training
4. Promotes a culture of self-sufficiency for skills enablement instead of calling the Helpdesk or relying on repetitive, costly training exercises

Modernized Approach to Learning

Training for the modern workforce is moving steadily toward a technology driven model “to allow employees more access to learning when they need it and in a format that matches their unique learning style” so that “employers will have more opportunity than ever to develop their workforce talent,” explains Jennifer Miller, founder of The People Equation, a learning and technology think tank and winner of multiple awards for blogging in online HR and Leadership categories.

The basic notion is that employees help themselves to the learning they need when they are best in a position to learn. According to [Pew Research, 87%](#) of employees believe that training and learning new skills *at work* will be essential to their future career success. Additionally, the resource shows that most employees also want their learning experiences to be timely and occur exactly when they need them to, tailored and personalized for them, of high quality, easy to navigate, and available from any device.



Introduction to Self-Service Learning

Self-service learning provides quick-search access to knowledge just when you need it. You shouldn't have to wait until you can get ahold of a subject matter expert, or have to scroll through a set of long, training curriculum videos that you watched weeks ago. Self-service learning solutions deliver short, focused segments of training to end-users when they are struggling with a task at hand. Rather than sitting through hours of online eLearning modules, users can tap into pre-recorded "how-to" videos, or task-based tutorials that zero in on just the information they need to solve problems, perform specific tasks, and quickly update their skills. Immediately after learning, users apply their knowledge to the current task, thereby reinforcing the new skill and improving knowledge retention.

Although the actual term for "Self-Service Learning" was not mentioned for the first time publicly until 2011, the concept of self-service learning is ingrained in human history. People are naturally curious and will make the most of the resources that are available to them. The self-service learning approach allows end-users to update their skills continually, whereas the knowledge gained from classroom training and traditional eLearning can quickly become obsolete.

Powered by Easy Access from Any Device

Information availability is taken for granted these days. Millennial learners are accustomed to having anywhere access to knowledge from multiple devices. Their frustrations mount when they can't quickly find what they need at their fingertips. Successful self-service learning needs to be powered by easy access. End users want to integrate learning into their hectic schedules and get answers immediately when they are trying to accomplish a specific task.

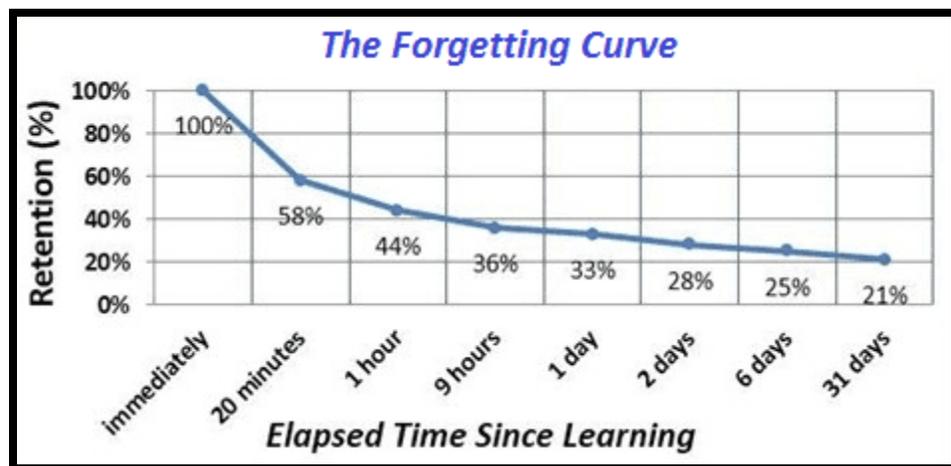
Adopting and embracing any self-service learning solution requires fully discoverable content and playback from any device. The assigned naming, descriptions, and audio-track indexing for training videos helps drive discoverability for learners, thereby improving accessibility to knowledge. A self-service, online library of training videos is only as useful as the search engine that powers user access to the content.



Why Traditional Training Doesn't Work

The success of any training solution is measured on how effective the information and skills enablement are absorbed and retained by the targeted user community. In other words, how much can they remember when they need to apply the new capabilities. We all know and understand that people forget—it's a part of life. But how much can new learners retain from a classroom style course, or a typical curriculum of drawn-out eLearning modules?

Unless there is a way to quickly search the different segments of the classroom training modules, most users will remember less than 25% of new information after a single week. Everyone has experienced the frustration that comes with forgetting—whether it is finding your car keys or remembering how to setup your “out of office” reply message in Outlook e-mail.



[Article on the Forgetting Curve for standard training classes](#)

Moreover, old style classroom training can be costly for companies. Budget is required for the venue, trainer, and the materials, plus employees will be away from their workspace for a lengthy period. All these factors add up quickly to make traditional learning one of the largest expenses of HR. When considering the costs along with the ineffectiveness of the learning itself, it is easy to see why companies are moving away from traditional training models.

Can't Find What You Need, When You Need It

To overcome the forgetting curve, organizations have tried different approaches to provide online access to the training materials included during their classroom courses. However, this model is often frustrating to end-users that cannot remember which module included the information they're

searching for, or which section of the module covered that specific topic. In addition, most times the training materials are NOT full-text indexed when moved to the online repository.

Countless hours can be spent sifting through lengthy video recordings, or PowerPoint presentations, from the training courses to find the nugget of information you need to solve your current task. This negative experience can drive millennial learners to find their own repository of training materials on YouTube or other locations, and completely bypass the corporate training model.



Advantages of Self-Service Learning

Self-service learning is a paradigm shift away from previous training models where large amounts of information were pushed for user consumption. This new style of learning, focused on short, task-based training, is most useful for continual update cycles that are normal with software product advancements. Solutions like Microsoft 365 include new features and functionality and continually revise the platform with updates deployed monthly. This can be a challenge for users who struggle to keep up with the release cadence.

Because self-service learning consists of very focused, walkthrough instructions, new and updated training can be quickly developed and deployed in small segments. Furthermore, by integrating the training modules within a common interface where users are comfortable accessing information and utilizing search features, the advantages of self-service learning are clear.

Examples of specific benefits from self-service learning include the following:

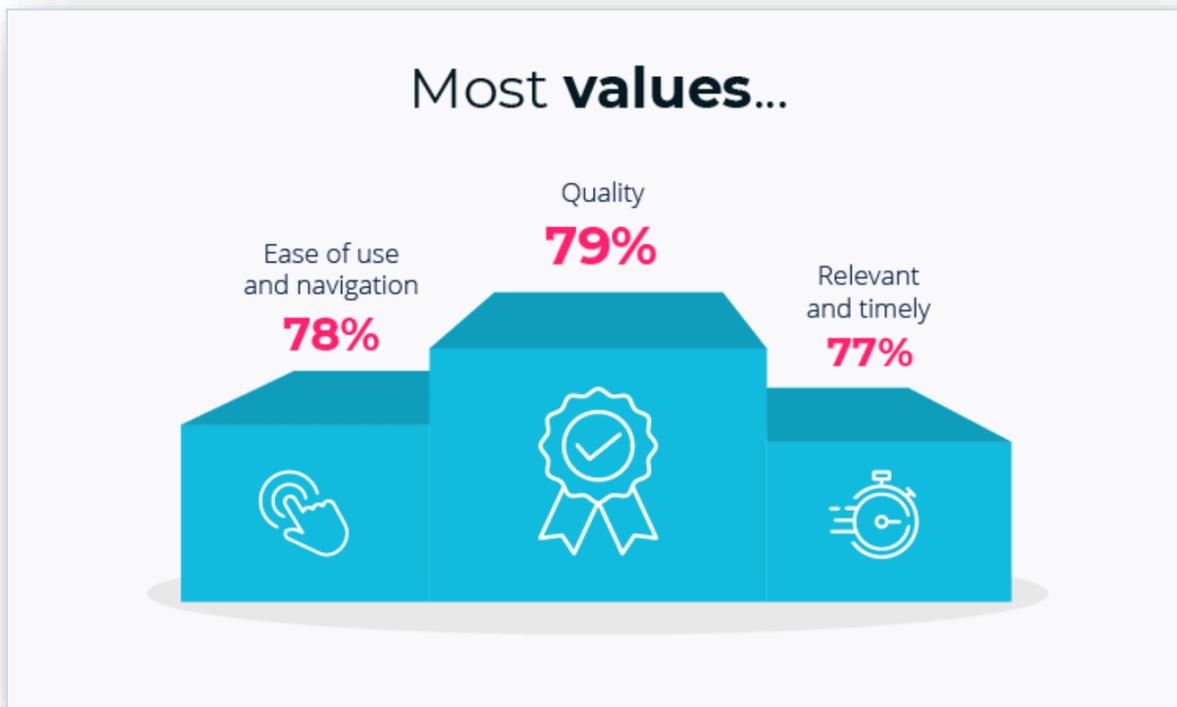
- The level of effort to maintain the employee learning materials is minimized because they are available in small segments and accessed digitally.
- A self-service learning platform can easily incorporate materials from outside vendors, or showcase company-specific training, which expands the content available for end users.
- Employees utilize self-service learning videos whenever they need them, without the need to disrupt other work activities.
- Learners can go at their own pace and choose to dive deeper into any topic where they want further instruction or more in-depth knowledge.
- Self-service learning solutions will reduce the number of “How-To” related calls to the helpdesk.
- End users learn exactly what they need to address specific knowledge gaps and apply it right away, thereby increasing retention of the new skills.
- Bite-sized and focused learning modules are easy to share between end users, which reinforces the value of mentorship and cross-pollination of skills.

Optimizing the Learning Process

A principle goal of the self-service learning model is to streamline the training process through flexible, easy access to relevant information. By providing on-demand productivity support in the form of tips, tricks, and “how to” videos when end users need it most, self-service learning can help employees perform their job optimally. It **enables the fastest and most efficient way to impart knowledge, while reducing the time spent away from work activities.**

A recent [study on modern learning](#) from the *Towards Maturity* research group has reported that users most value training content that focuses on quality, ease of use and navigation, plus relevance and timeliness. These findings back-up the idea of modern learners being savvy consumers of self-service learning.

Statistics from the *Towards Maturity* report on [Modern Learning Content](#).



Self-service learning saves time. By providing easy access to information when learners identify a knowledge gap, they can quickly augment their skills and finish the task at hand. The end users are more motivated to learn, and they apply that knowledge immediately, which helps their retention for the long run.

Reducing Help Desk Calls

Current IT helpdesks are struggling with work overloads and understaffed teams. It's no wonder that helpdesk managers are constantly on the lookout for ways to relieve the pressure on their call centers. Self-service learning takes some of the load off these support groups. By providing relevant, contextual, and easily discoverable training when users need to complete a specific task, a myriad of calls are removed from the helpdesk queue.

This model has a direct correlation with reducing support calls during new software deployments and upgrades. Self-service learning creates more proactive learners who can adopt new technology without reaching out for IT support. End users essentially help themselves. And when employees are answering their own questions, it means that they are not ringing help desk agents.

Improving Knowledge Retention

Self-service learning solutions provide targeted access to up-to-date knowledge and task-based training at the moment of need. This model reinforces knowledge retention by enabling information workers to apply their newfound skills right away. Unlike other curriculum-based eLearning solutions, self-service learning is integrated into the common digital interfaces for workers, making information easy to find and very intuitive for end-users to access in-context while they work.

Offering courses in this manner allows for information to be processed in bite-size pieces as opposed to all at once during a drawn-out classroom session. This is known as microlearning and prevents cognitive overload. And immediate reinforcement of a newly learned skill helps the learner move the acquired knowledge from short term memory to long term memory. Many people learn by doing, rather than just by hearing. Therefore, immediate use of the learned skill helps reinforce the learning process and improves knowledge retention.

Cost Effective Model for Employee Training

Every organization, no matter how large, has a finite amount of time and money that it can spend training its workforce. Therefore, finding ways to best maximize the effectiveness of your organization's training budget improves the ROI in the long run. Unfortunately, classroom training is riddled with overhead costs. Securing a venue, trainer fees, catering, travel costs, the loss from employee productivity when out of the office, all add up.

In contrast, the initial cost of setting up a self-service learning platform and the associated content is an investment that is leveraged over time. After deployment, the incremental costs of self-service training is minimal compared to the steady and unchanging cost of each classroom training session.

[Cushing Anderson, an IDC analyst](#), says one day of classroom training typically costs \$500 to \$1,200 in total, while one day of eLearning runs from \$100 to \$500. Self-service learning further reduces that cost through simplified content updates in small segments. Instead of updating an entire eLearning curriculum, the self-service model allows modifications in bite-size chunks as task-based videos are refreshed.

Self-service learning also provides business value ROI through increased productivity and learning efficiency. Self-service learning reduces the time spent away from job tasks by letting users grab only the specific bits of information they need from the convenience of their desks. And workers appreciate the self-service learning approach because they can train at their own pace, wherever and whenever they like.



Successful Delivery of Self-Service Learning

The advancement in modern workplace technology and mobile devices has helped make self-service learning a realistic approach for organizations that want to provide a flexible, efficient, and convenient method for training users. Short, focused training videos can now be accessed anytime and anywhere by employees when they are challenged completing a task.

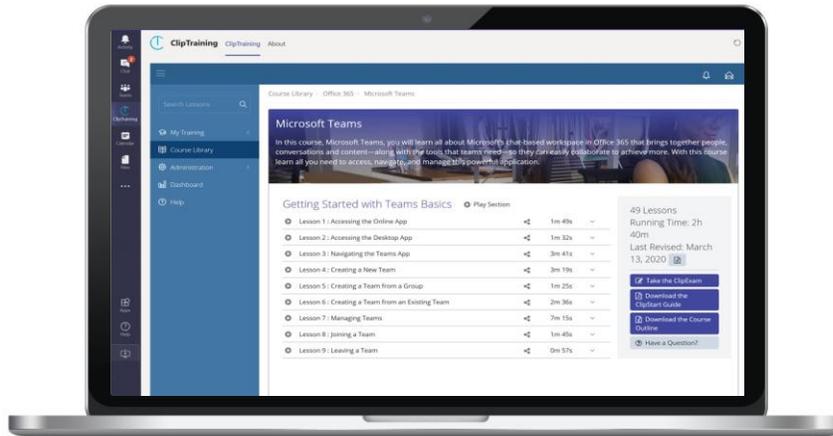
The era of sitting in front of a desktop or laptop to take an hour-long eLearning course is long gone – **nobody even watches a 10-minute video anymore!** The ability to search for relevant, specific “how-to” instructional videos has made learning quickly at your desk, or learning-on-the-go, a realistic model. Through the help of today’s workplace technology, many organizations have embraced the on-demand self-service learning culture. However, for a successful deployment there are two key elements needed to enable self-service learning, number one, Easy Access to Training Videos; and number two, Focused / Engaging Content.

Easy Access to Training Videos

Ubiquitous and easy access is the first key to the successful rollout of self-service learning. With flexibility as its number one driver, self-service training content must be accessible through an easy to use interface. And since there will most likely be thousands of short, task-based videos included in the delivery content – the materials must be fully-indexed, easy to find, and accessible on multiple devices such as computers, tablets, and mobile smart phones. In addition, the content should be categorized and organized in such a manner that relevance searching is easy. Categorizing content help learners find whatever they need with the least possible amount of time and effort.

Finally, using a common application interface to surface and stream the content is a major benefit. Leveraging a powerful learning delivery platform that end users are already accustomed to accessing for daily communications and collaboration is a recommended fit for self-service learning. A perfect example of this is Microsoft Teams as shown in the screenshot below.

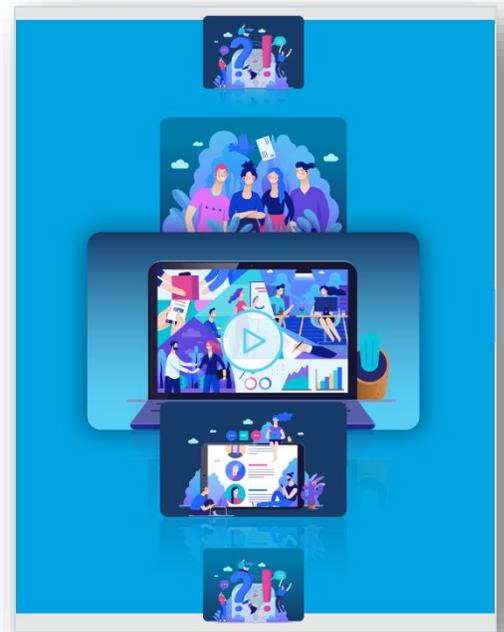
Example of TEAMS Application Interface for ClipTraining



Focused and Engaging Content

Engaging content is the second key to the successful rollout and adoption of self-service learning. The intended audience must embrace the content as useful and relevant. Target learners have limited time in their busy schedules and want focused nuggets of information to help them accomplish their tasks at hand. This means that the usual, drawn-out eLearning modules will not be the best way of delivering training. Content for self-service learning should be short, yet highly relevant – typically between one and three minutes in length.

To be pertinent in such a limited amount of time, the **best delivery method has proven to be “how to” instruction videos that are task-based and provide a walk-through to accomplish a goal through a specific set of steps.** These focused, “how to” video clips should solve actual work-related tasks or cover common competency gaps.



Conclusion

As this white paper has shown, the modern workplace has created a paradigm shift for training and enablement. The new millennial learners want fast access to relevant materials that will help them be more productive and cultivate the skills they deem important for the future. To engage with this modern workforce, organizations need to embrace self-service learning as a company-wide methodology. Learning content must be easy to find, relevant, fit for purpose and focused on accomplishing specific tasks.

However, not all self-service learning platforms are the same. So, make sure you do your research first and explore multiple self-service learning options to select a platform that is ideal for your organization's learners and your overall goals. And make sure your self-service learning solution is based in the cloud so that it's easy for your employees to use and access from any device.

ClipTraining provides a mature, cloud-based solution for self-service learning that is available through an online portal, or a native Microsoft Teams application. ClipTraining helps organizations get the most out of technology deployments by delivering on-demand video training focused on user productivity. Along with our 5,000+ videos covering Microsoft 365, organizations can purchase additional premium training channels, and they can easily add their own training content as needed.

Key Benefits of ClipTraining

ClipTraining is a flexible, scalable eLearning platform and content streaming service. The online training library is accessible from a web browser portal, or from within a native Teams application. Organizations can leverage three models to customize their own learning experience:

- ☑ **STANDARD** --- basic package includes over 5,000 training videos for Microsoft 365 ([up-to-date materials covering all workloads](#))
- ☑ **Customer Content** --- existing training videos can be easily loaded and configured within the eLearning Library ([no limit on size or number of videos](#))
- ☑ **Choose Premium Training Channels** --- customers can choose from a catalog of training videos from professional organizations ([different costs range by training curriculum](#))

Seamless single sign-on. Users access the training library seamlessly from within Microsoft Teams, or through an online portal that leverages their existing credentials.

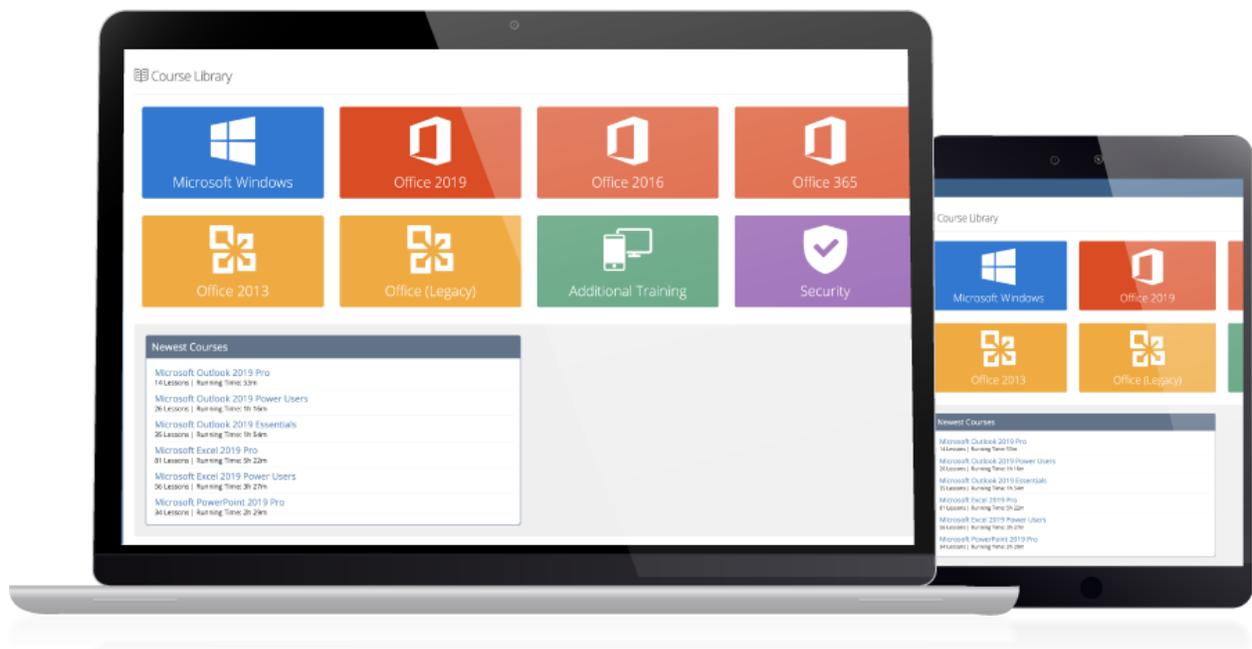
A customizable and flexible platform for delivering custom training. You can easily add your own custom training or subscribe to premium training channels provided by partners around the world.

Usage insights and administration. You can quickly see which training is popular and monitor how users are leveraging learning paths to improve their skills through easy-to-use reporting and analytics.

Targeted learning paths. With just a few clicks you can create specific learning paths for job roles or new-hire onboarding.

Content created by Subject Matter Experts (SMEs) and Microsoft MVPs . All ClipTraining videos are designed and recorded by subject matter experts and MVP's.

Example of ClipTraining Library Portal



These differences make ClipTraining's modern learning solution the best option for organizations searching for a scalable, flexible, and cost-effective training platform. Ask for a trial and see how ClipTraining can help promote self-service learning in your environment.

If you are interested in finding out more about our ClipTraining solution and how it can help you drive adoption for your Microsoft 365 deployment, please visit [our overview page online](#), or sign-up for a [tailored demonstration](#).

About ClipTraining

ClipTraining is a modernized eLearning company that focuses on digital transformation through task-based training videos for different user groups. We are committed to simplifying access to eLearning through our advanced streaming service available inside an online portal, or through a native Microsoft Teams application.

Three core principles shape our self-service learning solution:

- Deliver focused training content in short, engaging videos.
- Provide easy access from any device.
- Make sure the materials remain up-to-date and relevant.

We began the process of transforming the eLearning market over 15 years ago. In a rapidly changing business environment where new technology is deployed regularly, staying on top of training can be a mountainous task. Rather than having employees take time away from work to attend traditional classroom courses or sit in front of their computers for structured CBT curriculum from 1 to 2 hours (or even longer), we took a new approach called “Self-Service Learning”. The idea was to empower end-users with quick-search access to knowledge just when they need it to solve a specific task. Our self-service learning solution delivers short, focused segments of task-based training videos in a simple walk-through format.

We created the online ClipTraining Library so that all our training would be available on-demand from any device. Companies now benefit from our just-in-time, task-based teaching style which enables employees to improve their knowledge retention by applying the new skills immediately. Today ClipTraining is the only Teams based video streaming solution for Microsoft 365 training.

ClipTraining’s commitment to innovation is demonstrated by a close alliance with Microsoft as a long-standing training partner. For more information, please visit www.ClipTraining.com.