

# LEARNING IN THE DIGITAL AGE



## INTRODUCTION

With the coming of the digital age, corporate work forces are becoming a custom to different and new types of learning. ELearning Industry reports:

**41% of global Fortune 500 companies use some sort of educational technology to instruct employees.**

Today, for learning to be effective online it needs to be highly interactive and participant-centered to keep everyone involved and engaged with the content.

# WHY THE MOVE TO VIRTUAL CLASSROOMS



The virtual classroom is always available



Classes can have a wide range of size



Trainers and experts are more accessible online



Learning modules are reusable and recyclable



It saves travel time and money



Live virtual learning lends itself to blended methodologies



You can pilot a course on short notice



It may be recorded for on-demand playback

## VIRTUAL CLASSROOM BENEFITS

Virtual learning is about building knowledge as well as training and empowering learners to share their 'uh-oh' and 'ah-ha' moments with their peers, as one person's 'uh-oh' moment becomes another's 'ah-ha'!

Learning is made interactive through the use of **chat, Q&A gamification, and badging**, increasing attention spans and retention rates, bringing the immersive and interactive nature of the physical classroom to virtual learners.

Global organizations that have been using online tools for other digital business needs such as Trade Shows, Career Fairs and Company Meetings have realized the ability to aggregate content into a single destination is a **cost effective and reusable platform** to educate others.



**COMPANIES WITH  
VIRTUAL LEARNING  
AND CLASSROOMS ARE  
46% MORE LIKELY  
TO BE A LEADER IN  
THEIR INDUSTRY.**


With virtual classrooms, companies have the opportunity to **catapult their business and become their market share leader.**



According to the ELearning Industry,

**VIRTUAL CLASSROOM LEARNING  
HAS BEEN SHOWN TO SAVE  
BUSINESSES AT LEAST 50%**  
when replaced with traditional instructor based learning.

**SAVE  
50%**

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- By leveraging Virtual Classrooms to deliver educational programming, companies are able to **track credits** for continuing education and accreditation.
  - Virtual Classrooms can **quickly be customized** and tweaked to focus on knowledge gaps and understand what learners are truly interested in to make the biggest impact.

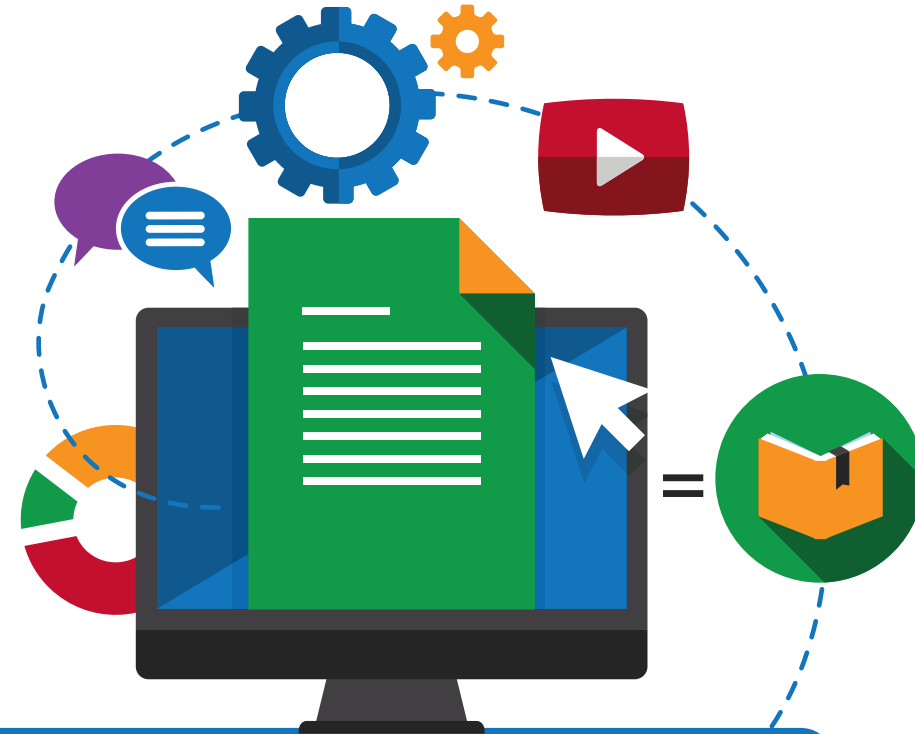
### VIRTUAL CLASSROOM SPOTLIGHT

Mondelez International, Inc. used INXPO's Learning Environments and Virtual Classroom to pilot a 5-day marketing training program, which included a customizable welcome video, pre-work documents, and short video training sessions that incorporated badging and gamification to encourage participation. Mondelez wanted to implement a marketing training program that could be scaled to fit global enterprise training programs.



## INXPO'S VIRTUAL CLASSROOMS

INXPO's Virtual Classroom is an interactive way to educate corporate and enterprise learners through video and open collaboration on a single platform. Virtual Classrooms have enabled organizations to better track learning progress, provide certification, and analyze knowledge gaps for better education programs. INXPO's Learning Environments & Virtual Classrooms are globally accessible, and can be cloned and reused for different programs. **With the combination of video, collaborative tools and making learning truly a conversation, INXPO's Learning Environments and Virtual Classrooms deliver the ultimate blended learning experience in a cost effective way.**



LET'S TALK!

If you are looking to move your traditional education, training, or onboarding programs to a virtual classroom environment and would like to learn more about how INXPO can help you transform your program into an engaging and collaborative learning experience, visit us at [www.inxpo.com](http://www.inxpo.com), email us at [contactsales@inxpo.com](mailto:contactsales@inxpo.com), or call us at 312-962-3708.