

LEARNING AND TRAINING

Video is interactive and can be watched repeatedly, anywhere at any time. So video is quickly becoming the standard for training employees on everything from how to fill out benefits forms to how to perform the latest techniques in their field. Video training is more engaging and leads to better retention than text, and is more easily scalable than in-person training. It can be self-paced, administered at any time, any place, and on any device. Analytics offer greater accountability, making it easy to see who has watched which video and whether the video was completed. In-video quizzes make it easy to insert questions inside the video itself to test comprehension and increase engagement.



IMPROVE SAFETY TRAINING

Employee safety is paramount. Industries like construction, manufacturing, and transportation are all using video to brief employees on appropriate safety measures—and are seeing reduced accident rates as a result.

KEEP EMPLOYEES UP TO DATE

Your industry is constantly evolving. Skip the boring lunch and learn and give employees snackable lessons they can consume on the go.

INTRODUCE NEW TECHNIQUES AND TECHNOLOGIES

Rolling out a new initiative? Whether it's changing the way to fill out a form, updating everyone's software, demonstrating how to use a new tool, or spreading a newly invented method of doing something, video is the best way to get everyone on board fast.

“ Customer Track contributes to increased customer satisfaction and all-time high results. The average usefulness of the video is 88%. We use video as a strategic tool to teach our employees and we measure systematically to do more of the things that work and stop doing the things that don't. ”

Åge-Christoffer Lundeby, Head of Communication, NSB

Looking for more information on crafting your video strategy?

Contact us at +1-800-871-5224, or fill out this form <http://corp.kaltura.com/company/contact-us>