



Reduced Training Costs by 80% with Mindflash

Overview

Situation:

A new training leader joins a fast growing software company and quickly decides that old-school training methods can no longer meet the company's scale, education or cost objectives.

Solution:

Kofax leverages an efficient six-step course creation process, and Mindflash's uniquely powerful functionality to grow training volume and impact while reducing costs.

Results:

50,000 course completions since launch at a cost per hour of training 80% below previous, in-person classroom courses. Because of this cost reduction, Kofax is now able to provide even more training to its key stakeholders.

“
We couldn't have grown our training program to where it is today without the features, ease of use and low costs we enjoy with Mindflash. For the value I'm getting, we should be paying significantly more!

— ”
Phillip Jones

Vice President of Field Enablement
Kofax

Situation

Kofax is a global software company serving customers in over 48 countries. Their innovative solutions help enterprises streamline their operations, increase productivity and better engage with customers for competitive advantage and growth. The company's rapid growth and technical excellence caught the attention of the \$4 billion global data and collaboration leader Lexmark in 2015, when it acquired Kofax for \$1 billion.

For years, Kofax had used traditional training methods such as classroom-style, in-person training to educate its business partners. As the company continued to grow at a rapid pace, senior management came to realize that these methods were no longer scalable from a cost perspective. Traditional, in-person training was costing the company \$95 per hour. Further, these “information dumps” were not particularly effective methods of knowledge transfer. The company had to rely on trainees to proactively seek out information, and results were neither predictable nor easily measured.

Solution

In 2011, Kofax brought on Phillip Jones as Vice President of Field Enablement to optimize the company’s learning and development programs. He knew that the company needed to improve accountability and testing. But as a new employee, Jones had yet to establish full credibility within the organization and faced pent-up, sky-high expectations from his fellow executives. As a result, it was not an option for Jones to recommend a traditional LMS system that would take months to implement, require IT support, and come with a seven-figure price tag. He needed to make an impact quickly and cost-effectively.

After searching online for flexible and scalable learning solutions, Jones discovered Mindflash. “I was blown away with what I saw and experienced with Mindflash,” Jones says. “It’s incredibly intuitive and very easy to administer. Billing is so easy and it’s very painless to launch new courses.”

Given his decades of experience, Jones knew that developing quality e-learning courses can be both time-intensive and expensive. According to industry averages, it takes instructional designers 79 hours of labor and costs over \$10,000 to produce one hour of usable online training.¹ With Mindflash, Kofax now is able to significantly reduce the time and costs involved in course creation, without sacrificing quality. “We won’t put anything out there that’s not perfect,” says Jones.

By leveraging Mindflash’s innovative course creation, management and tracking features, Kofax is developing an hour of training in 23 hours at a cost of less than \$2,000. The average individual course takes 61 hours in development time and costs \$5,000.

Jones and his team run a six-step, two-week process for course creation:

- A subject matter expert develops a PowerPoint deck with voice-recorded narration.
- A temporary worker creates a transcript of the narration.
- The PowerPoint presentation and written script go out to an editor who then ensures that all text is translated into international English.
- A voice-over artist creates professional narration.
- Jones performs a final review of the course.
- The course is published to Mindflash and distributed.

Using this process and Mindflash, Kofax can now create between five and eight new courses per quarter. Course topics range from basic training about target industries to detailed lessons about every product in the Kofax catalog. Kofax makes the entire course catalog available to its partners.

To date, roughly 1,500 Kofax partners have completed more than 50,000 Mindflash courses. Average training costs are down 80 percent, from \$95/hour for classroom delivery to \$20/hour online. As a result, Kofax is now able to provide even more training to its key stakeholders. On average, trainees now take 10 Mindflash courses per year.

Jones notes that both trainers and trainees love the new Mindflash training program. Since the implementation of Mindflash, almost all new company initiatives are now accompanied by a Mindflash training course. Knowledge transfer within the organization is a far more efficient and positive experience.

1. Data based on the Chapman Alliance survey from 249 organizations representing 3,947 learning development professionals.

Results



1,500 Kofax partners have completed more than 50,000 Mindflash courses.



Because of this 80% reduction in costs, Kofax is now able to provide even more training to its key stakeholders.



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On average, trainees now take 10 Mindflash courses per year.

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