Success Story

futurepeople
Your heart. Our science.
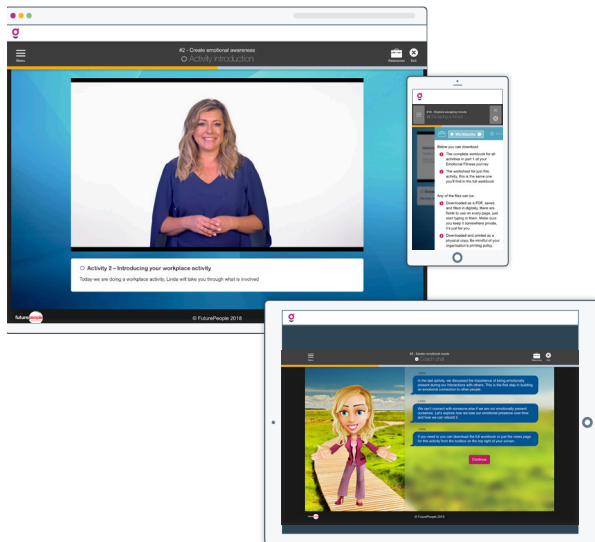
'Emotional Fitness' Design and Authoring Experience

DIY authoring

Hosting

Agile learning

Project management

Personalised Feedback

Virtual Coaching

Background:

Future People is dedicated to **recruiting, developing and engaging front-line employees** in order to facilitate a more **positive customer experience that translates** into **measurable improvements to the corporate bottom line.**

Through a people-centric approach Future People seek to create engagement among key stakeholders by providing them with the tools necessary to **improve their emotional intelligence (EI)**. In doing so, employees are empowered to **enhance their customer service skills**, subsequently **boosting internal productivity and** the **performance** of front-line recruits.

In order to bring their learning to life, Future People became a **licensee of Guroo Producer™**, enabling them to create an **engaging, personalised eLearning program** that effectively communicated their key messages to learners.

*"Using Guroo Producer's™ authoring tool, we were able to **bring our learning to life** and deliver solutions that made a real impact on business. The softwares simple user interface and design capabilities **reduced our reliance on external vendors** allowing us to create an engaging learning experience that was truly our own."*

Martin Greenlees
Learning Solution Director

guroo
PRODUCER
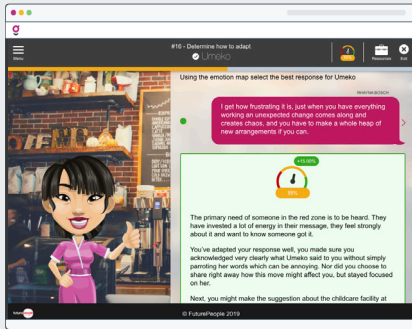
Problem:

Having designed a clear strategy for delivering a program that would boost the service skills and performance of employees, Future People were in search of an **uncomplicated authoring tool** capable of framing their content and generating **measurable results** for their clients.

Solution:

By becoming a licensee of Guroo Producer™, Future People were capable of **delivering a professional eLearning program for market sale** that was self-paced, visuallyengaging and did not **require advanced technical or design skills to develop.**
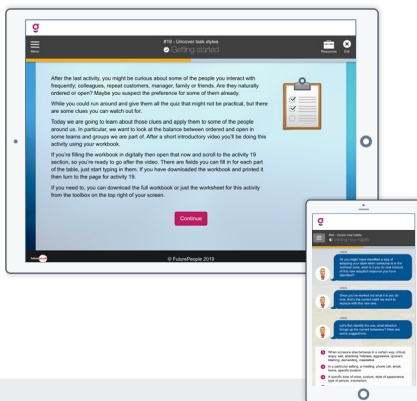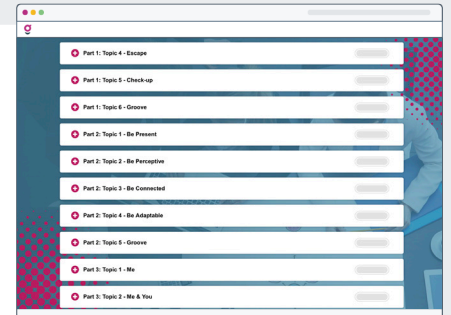
In order to deploy the program online and collect, segregate and secure sensitive data, Future People engaged our **xAPI hosting cloud individually for each of their clients.** Leveraging the latest data collection technology, the xAPI cloud enabled the **tracking of all user experiences** within the program interface, improving the reporting capacity of each organisation.

Goals and Objectives:

Licensing Outcomes

- Simple to use software that supports a number of programmatic features
- Reduce reliance on internal resources, no need to outsource program development
- Integrate video, resources and characters to improve engagement
- Agile production experience that improves the speed of delivery
- Access to a project management tool
- xAPI compatible, measurable programs
- Curated learning pathways and virtual coaching

Hosting Requirements

- Access to a simple, cloud based hosting service that supports program deployment in the online sphere
- Simple interface that isn't going to overwhelm learners
- Enhanced results tracking allowing for improved analysis
- Stored, accessible insights

Future People's licensing journey:

Having formulated a business model which harnesses the power of eLearning combined with Future People's unique approach towards developing the emotional intelligence of corporate front-line employees, the organisation were in search of a product or service to bring their program to life. Offering a DIY production approach, Future People became licensees of Guroo Producer™.

With it's **inbuilt beauty and intelligent design magic**, PRODUCER eliminated the need for Future People to outsource or exhaust internal resources by removing complex production elements such as layering and triggers, granting them additional time to spend scripting content. The **simplistic user interface and agile software capabilities** empowered Future People to develop their program quickly within an established time frame, while the softwares **duplication features** allowed them to **reproduce and recontextualise** the program with **minimal rework** to suit the specific needs of their clients.

Program Features:

The 'Emotional fitness' program incorporated an array of features intended to **boost engagement and measure learner experiences** to inform client strategies moving forward. These include;

- Videos and Illustrations
- Virtual coaching
- Embedded resources
- Interactive learning activities
- Personalised responses
- Assessments
- Digital workbook

xAPI Hosting:

In addition to licensing, Future People engaged Guroo's hosting cloud to deploy the program across multiple organisations. Each activity was **designed to be completed in under 15 minutes,** and **daily reminders kept participants on track** to ensure that they were using the program daily.

The unique and engaging nature of the program supported and **LMS-free deployment**, while xAPI **cloud hosting allowed progress to be tracked**.

Results:

Future People developed their project over a **6-month period** using our **design and authoring tool**, the program comprised of 60 learning experiences, 117 videos, 49 coaching scenarios, 22 workplace activities and 38 learning activities. Since its development, 'Emotional Fitness' has been successfully implemented by a number of **large corporate clients** across the **banking, finance and government** sectors. Despite all participation being voluntary, Future People noted **high initial engagement rates of over 90%, with 45% of individuals engaging the program outside of work hours.** Additionally, results reflected a **75% completion rate** over the **19 week program**, with **50% of non-completion having been caused by staff attrition**. Future People are now working on their second version of the program.

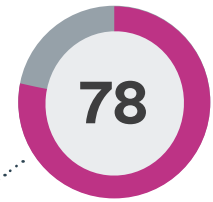**Over 30%** completed their learning using a **mobile device**
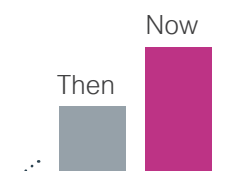
Improved customer **feedback and sales** conversion rates

Participants felt **more emotionally fit** and **better connected** with others

**50% reduction** in employee **attrition** and **unplanned leave**

78% found **scenarios, metrics, and feedback helpful** in developing their behaviour

At Guroo Producer™ we are dedicated to placing **immersive**, **personalised** and **adaptive learning journeys** within reach of all organisations from start-ups to world-leading companies and universities. Working across Corporate Learning and Development, Executive Education and Higher Education, we have developed a **learner-centred** approach that is **experiential, engaging and educational**.
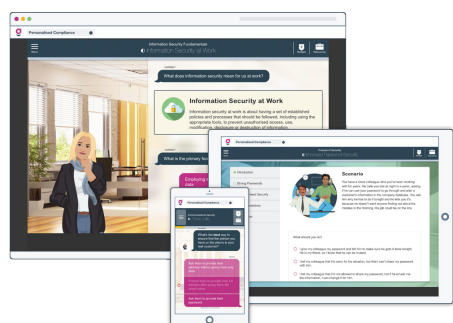
Since our inception in 2016, we have delivered hundreds of learning experiences using the Guroo Producer™ Learning Design Platform. Unlike other authoring tools, **the Guroo Producer™ platform supports the entire learning production life cycle** from analysis and design through to development, delivery and evaluation. **Our user-friendly platform** allows for the creation of **customisable scenarios**, **simulations**, **video productions** and **games** that ensure both scalability and consistency across every project. Moreover, the ability to create self-paced, work-integrated and blended **programs that are both data-driven and xAPI-ready** enhances the user experience whilst producing quantifiable and measurable results.

At Guroo Producer™, we believe customer relationships are paramount to producing transformative learning experiences. We understand that **different projects require different partnership models**, that's why we have built a collaborative and agile learning design platform, and a learning services team to support you when you need it. On each project you can choose if you want to completely outsource, collaboratively co-design, or DIY using our platform.

Guroo Producer™ is a team of diverse individuals with expertise across multiple disciplines from design, animation and video production to technological development. Having received several industry awards in acknowledgment of our work and dedication to the production of innovative project designs, we find true fulfilment in the success stories and testimonials of our many satisfied customers.

Are you a Guroo Producer too?

www.gurooproducer.com

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