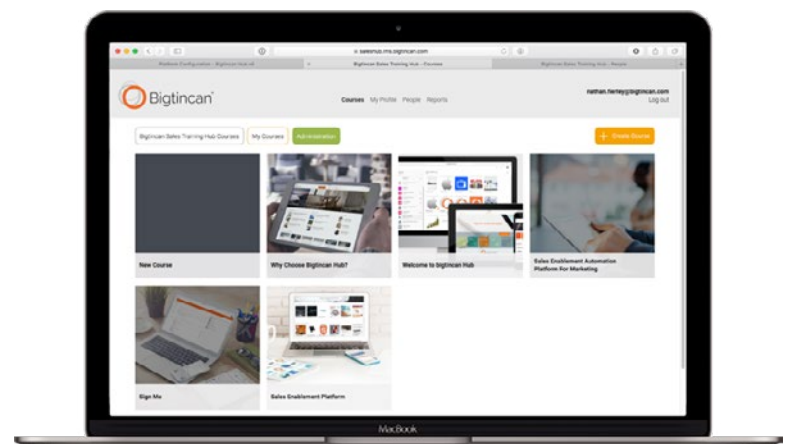## BIGTINCAN HUB LEARNING

New Sales and Service Learning
Capabilities That Bring Learning
to the Process of Work

The Sales Onboarding, Learning, and Coaching Challenge

Effective strategies for onboarding and timely, consistent training are the lifeblood of every business. Helping sales and service organizations to fully understand a wide variety of products and services is essential to not only doing their job effectively, but a critical component to boost productivity and improve interactions with prospects, customers, partners, and each other. Burdened with the growing need of keeping team members up to date through regular structured learning and certification, more and more organizations are looking beyond legacy LMS technologies, and deploying new strategies and technologies for improving corporate learning and knowledge sharing, while empowering sales and service organizations to know more about their ever-changing world.

While traditional eLearning and computer based learning management systems (LMS's) provide tools to manage compliance-based formal learning, they fall short in their attempt to incorporate the learning process into regular work activities. According to the 2017 Deloitte Global Human Capital Trends survey, the issue of transforming corporate learning was the second most important trend identified in the report with nearly 45% of surveyed executives citing the problem as "urgent."

This comes as no surprise. Traditional LMS technologies require users to stop their work process, move to a different system (or often a different computer), and conduct required training in a separate, distinct environment — and then return to their daily work activities. This stop-and-go learning process not only impedes productivity and learning retention, but because they are typically governed by aging, legacy LMS systems, are often difficult to use and provide minimum interactivity for users.

Introducing Bigtincan Learning — Courtesy of Bigtincan Hub™

Bigtincan Learning is a new series of features and capabilities in Bigtincan Hub that deliver effective onboarding and continuous learning experiences for more educated, competent sales and service teams. Powered by machine learning and AI, Bigtincan Learning allows for personalized, adaptive curriculums to help sales reps achieve critical learning and skills development in specific areas of need, as well as maintain thorough, up to date knowledge on products, services, and other offerings to successfully meet daily challenges.
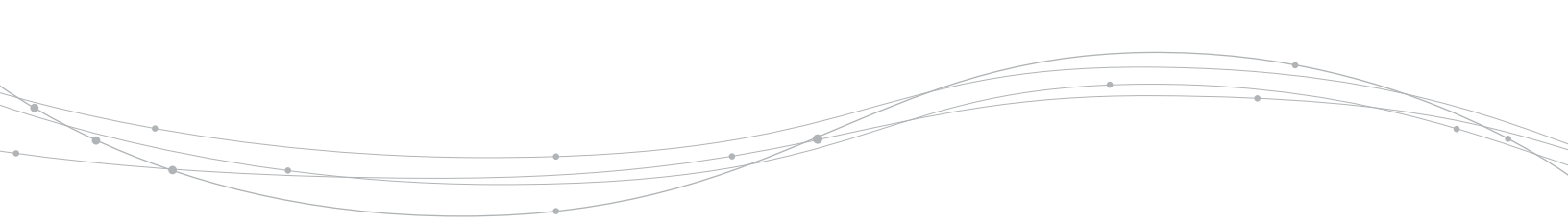
Bigtincan Hub was designed from the ground up to provide a single pane of glass for all the content and information that sales and service professionals need to be successful doing their job and to work effectively with customers. Learning content and information is dynamically suggested and recommended to the user based on Bigtincan's patent pending SalesAI machine learning and Artificial Intelligence system that helps guide each user to the right content to improve their likelihood of success. Want to get sales training content, corporate communications information, or structured informal learning (quizzes, forms, training videos and more) to the right user at the right time and location — without disrupting their busy work day? Bigtincan Learning now delivers all of your corporate learning and training content across any computing or mobile device, or any network (even offline) with powerful reporting and dashboards that help management understand exactly what's happening.

Bigtincan Learning

Structured and Unstructured Learning Delivered When and Where You Work

Bigtincan Learning packs the power of a highly scalable, flexible and structured learning management system that meets the needs of a complete formal and compliance learning structure, and delivers the learning experience when and where employees work. Organizations can create, manage, publish and report on formal and informal learning content inside Bigtincan Hub, the industry leading Sales Enablement Automation Platform that users are engaging with every day to work with customers, channel partners, and colleagues across the business.

"Bigtincan Learning packs the power of a highly scalable, flexible and structured learning management system that meets the needs of a complete formal and compliance learning structure, and delivers the learning experience when and where employees work."

Bigtincan Learning delivers interactive content created in common SCORM based eLearning tools like Adobe Captivate and Camtasia, together with next generation xAPI based learning content either added directly to the Hub from 3rd party tools, or created with Bigtincan's integrated tools to produce mobile friendly, personalized, interactive micro learning experiences right within the Hub.

While users are at work, training content appears in dynamic Learning Channels that understand what courses a user needs to complete, what status they've achieved, and what they need to learn next — delivering learning paths that work with existing customer facing or internal content to put learning in context. With Bigtincan Learning, users no longer need to go looking for training content. Using the power of Bigtincan's machine learning based SalesAI technology, the right learning content will be recommended to the user based on their role, location, and other contextual variables. Users are able to see how leaders in their business are using learning content and follow the actions of these leaders to improve their own personal performance.

Any Learning, Any Device, Anytime, Anywhere

The Hub is a flexible content platform, which allows for the use of all types of learning content, including SCORM and xAPI based learning content, videos, interactive learning kits and more. Structured learning content in the system is delivered to the user based on the rights associated inside Bigtincan Hub, while unstructured learning content is dynamically allocated to users based on their needs influenced by AI.

More Than Just Reporting — Understanding the Learning Journey

With the Hub, training managers can join in with line-of-business managers in understanding how users are engaging with materials, completing courses and where they might be falling behind. And unlike traditional web based LMS systems, the Hub brings together an in-depth knowledge of how users interact with content with powerful new capabilities like understanding how content affects sales success and customer satisfaction with the ability of the Hub to show reporting data for engagements around content that lead to results in CRM systems.

Key Features

Create structured learning flows that include tests and quizzes.

The ability to use existing knowledge assets created with standard tools including Adobe Captivate, Articulate, Camtasia, and others

The ability to create micro learning video content that includes video mark up, document review and other activities to pass a course

Integrated coaching with video and audio based input

The ability to include non-virtual activities such as physical meetings, live training, webinars and more into a learning flow

Hub Learning Actions – actions can connect Hub learning to external systems to create an integrated learning flow

Support for SCORM, xAPI, video, quizzes, and even VR enabled content in the same system

Contact Us

To learn more about the features and benefits of Bigtincan Hub Learning, or to request a demo, **click here**.

To speak with a member of the Bigtincan team, call us at **+1 (617) 981-7557**, or email us at **sales@bigtincan.com**.