

Modern learning experiences and maximum usability

Life Fitness provides training that motivates and appeals to learners around the world.



"As digital becomes more and more important, we were looking for an LMS that would support modern learning experiences and user-friendliness. That's why we chose Adobe Captivate Prime."

Fran Keijmes, ISBU Installation Manager at Life Fitness

SOLUTION

Adobe Captivate Prime, Adobe Presenter Video Express

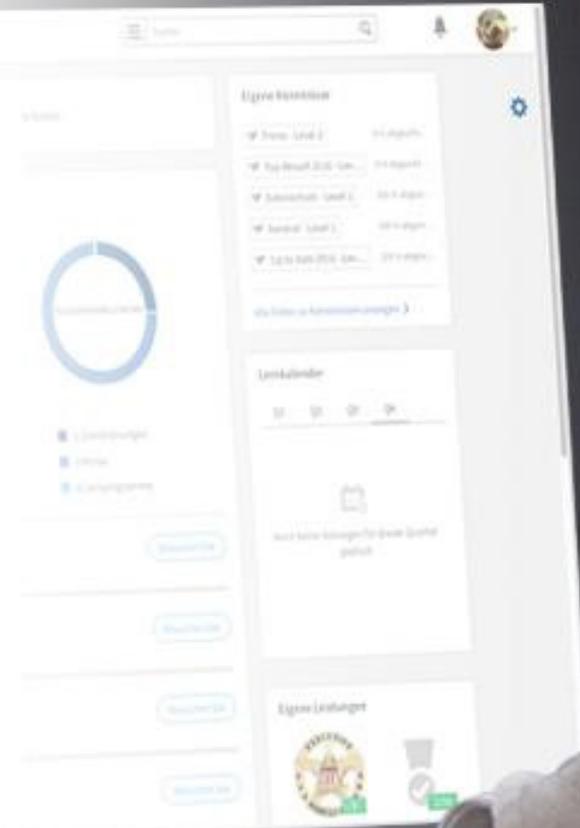
RESULTS



INCREASED use of e-learning content



Received the eLearning AWARD 2018 for **USABILITY**



Life Fitness GmbH

Established in: 1977

Employees: 2,500

Headquarters: Chicago,
Illinois www.lifefitness.com

CHALLENGES

- Reach employees worldwide
- Support modern learning experiences and user-friendliness
- Implement an LMS that can keep pace with digital transformation

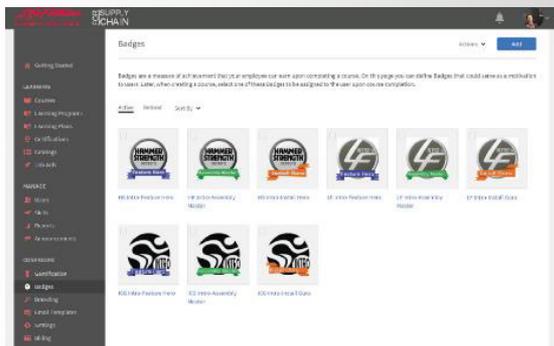
Training diverse target groups worldwide

Life Fitness provides training that motivates and appeals to learners around the world. The company uses modern learning methods, such as skill-based learning, interactive videos, and quizzes, delivered via a highly automated and easy-to-use learning management system (LMS).

One of the leading premium brands in the global fitness equipment market, Life Fitness has a very diverse target audience, including internal and external staff and partners that are distributed across several business units worldwide, such as product installation, support, and sales. To reach all learners, the company needs an easy-to-use, digital solution that is flexible and supports multiple languages. Life Fitness provides training for the installation and use of its equipment, in addition to soft skills to ensure great support and sales success.

The screenshot shows the Life Fitness Academy LMS dashboard for user Oliver Manz. The interface is in German and features a dark navigation bar at the top with the Life Fitness Academy logo and a search bar. The main content area is divided into several sections:

- Hi Oliver Manz, Heute lernen wir etwas Neues.**: A personalized greeting at the top.
- Eigenes Lernen**: A section with two donut charts:
 - Nach Termin**: A green and red donut chart. Below it, a legend shows: 1 überfällig (red), 0 bevorstehende Ter... (yellow), and 2 pünktlich (green).
 - Ausstehendes Lernen**: A blue donut chart. Below it, a legend shows: 0 Zertifizierungen (dark blue), 3 Kurse (medium blue), and 0 Lernprogramme (light blue).
- Eigene Leistungen**: A section showing 'Abzeichen' (badges) with a 'Feature 1' badge and 'Leaderboard' with a '220' badge.
- Eigene Kenntnisse**: A list of courses with progress indicators:
 - HS HDA Bridge Intro - 0 Allgemeine Merkmale: 0% abgeschlossen
 - LF New Integrity X Co...: 0% abgeschlossen
 - ICG IC8 Power Train...: 0% abgeschlossen
 - ICG IC8 Power Train...: 0% abgeschlossen
 - LF New Integrity TR I...: 100% abgesc...
- Lernkalender**: A calendar view showing 'Q1', 'Q2', 'Q3', and 'Q4'. A course 'ICG IC8 Power Trainer' is listed as 'Registriert' for 'Klassenrauminsitzung am 08. Mrz 2018'.
- Course Cards**: Two course cards are visible at the bottom:
 - HS HDA Bridge Intro - 0 Allgemeine Merkmale**: Kurs - Selbstregistriert, Fällig: Keine Frist. Button: [Besuchen](#)
 - LF New Integrity Series X Console - 0 General Features**: Kurs - Selbstregistriert, Fällig: Keine Frist. Button: [Besuchen](#)



Learners can reach various levels and earn badges by completing courses.

Requirements for a future-proof LMS

Several years ago, Life Fitness invested a lot of time and money in developing its own LMS. However, as digital took center stage, it quickly became obsolete and no longer fulfilled its requirements, so the company started looking for a powerful and sustainable LMS with a global reach. The system needed to be multilingual, easy to use and support multitenancy. Motivating learners through the use of modern learning methods and providing international support were also important factors.

reflect AG, the Adobe Competence Center for Digital Learning Solutions, held a workshop in which it presented the skill-based learning approach. During the workshop, reflect AG worked together with Life Fitness to identify the company's specific skills. They then launched a pilot that included the creation of learning programs to teach those skills and make them available via the Adobe Captivate Prime LMS.

Learners from different target groups were asked to complete these self-study learning programs to test their usability and ability to motivate learners. The feedback from these learners was instrumental in deciding to purchase a new LMS — Life Fitness opted for Adobe Captivate Prime in combination with the Adobe Presenter Video Express authoring tool.

More time for what really matters

Life Fitness learning content mainly consists of interactive videos, which are available in six languages. To enrich the learning experience, the platform also features quizzes, which make it possible to measure learning success. Learners can work toward levels for the different courses by earning badges, which in turn increases motivation.

At the same time, the system is highly automated to simplify administrative tasks. For example, learning content can automatically be assigned to groups and automatic reports can be created thanks to the robust cloud-based system, which also runs on servers located in Germany. As a result, this frees up time for e-learning stakeholders to focus on the aspects of the learning process that really matter.



The project received the eLearning AWARD 2018 in the "Usability" category.

SOLUTION AT A GLANCE

- Adobe Captivate Prime LMS
- Adobe Presenter Video Express authoring tool
- Multitenancy system

For more information

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High adoption and valuable collaboration

Since the introduction of Adobe Captivate Prime, the use of e-learning content has increased considerably in comparison with the old LMS, demonstrating a high level of adoption among users.

Fran Keijmes, ISBU Installation Manager at Life Fitness, is impressed by the drive of innovation shown by Adobe Digital Learning Solutions and their collaboration on the project: "For us, one of the most important factors during this project was the drive of innovation shown by Adobe. We acquired the Adobe Captivate Prime LMS and the relevant tools from one vendor, and they are constantly updated and enhanced. reflect AG was also a major contributor to the success of our project. We found their experience and support in designing, developing, and implementing the learning processes very valuable."

About Life Fitness

Life Fitness is one of the leading premium brands in the global fitness equipment market — both in gyms and at home. The company is made up of several divisions, including Installation, Support, and Sales, which operate worldwide, and engage both internal and external partners and staff.

About reflect AG

Leveraging our digital solutions, we help your company and employees grow to ensure your future success. We digitally transform methods, tools, and processes involved in HR and organizational development.

Our partner, Adobe, has recognized our strengths and therefore appointed us as the Adobe Competence Center for Digital Learning Solutions. As a strategic partner, we work closely with Adobe's Learning and Web Conferencing business units to drive the German-speaking market.