Anytime learning over mobile devices.

Bancsource keeps nationwide technicians on top of training with courses delivered in Adobe Captivate Prime.

BANCSOURCE

"Investing in our employees is key to future growth and success. With Adobe Captivate Prime, we're delivering effective training and lowering travel costs for excellent returns."

James Herring, Curriculum Developer, Bancsource

SOLUTION

Adobe Captivate Prime and Adobe Captivate 9

RESULTS

Create training modules in as little as **ONE DAY**

Encourage engagement through **GAMIFICATION**

Universal player for **MOBILE-READY** learning

Monitor learners to **OPTIMIZE** course experience

Bancsource

Established in 1980

Employees: 350

Springfield, Missouri

www.bancsource.net

CHALLENGES

· Reach remote workforce with mobile-friendly courses that are as visual and engaging as hands-on training

· Monitor engagement with training programs to reward success and optimize programs

· Simplify authoring to develop high-quality training courses in-house for employees

Quality service from trained technicians

From ATMs and smart safes to item processing and drive-up pneumatic systems, Bancsource provides world-class financial equipment services to banks and retailers across the United States. While many customers rely on Bancsource for convenient and economical banking and security solutions, 80% of the company's revenue comes from its expert maintenance and installation services.

Unlike many service providers, Bancsource offers vendor agnostic services. So no matter what brand of equipment the customer uses, or even if they use multiple brands at the same location, Bancsource can handle all service requests. Delivering an excellent standard of service for multiple brands requires a strong commitment to ongoing employee education and training. Bancsource's 300 nationwide technicians work in the field and bringing them together for in-person training can be expensive. In addition, technicians often need refresher courses to stay up to date on equipment changes or simply to act as reminders about dealing with infrequently serviced equipment.

"We're in the midst of an aggressive push to double the size of the company in five years, most of which will come from expanding our teams of technicians," says Mychal D. Kempt, President and CEO of Bancsource. "Meeting these growth goals while maintaining standards for technical proficiency puts greater stress on our training programs. Augmenting in-person training with virtual training allows us to be more efficient and keep technicians on top of their game."

Choosing the best fit

Bancsource expanded its training with videos uploaded to YouTube and made available to technicians through its website. Although the videos helped reach more technicians, there was no way to monitor usage and determine whether technicians were using and absorbing the information. Bancsource decided it was ready for a more structured learning environment through a powerful learning management system (LMS).

To reach its mobile technicians, Bancsource wanted courses that were easy to navigate on tablets. The company also wanted in-depth metrics to determine how the courses were being used, what courses were the most effective, and who was using the training.

"I looked at many options, ranking the pros and cons of each solution. In the end Adobe Captivate Prime was the best fit for us," says James Herring, Curriculum Developer at Bancsource. "Adobe Captivate has the authoring tools that we need to create new training modules quickly. Adobe Captivate Prime makes publishing courses a snap. Every course is mobile-ready from the start, while monitoring and gamification functions allow us to encourage workforce engagement."
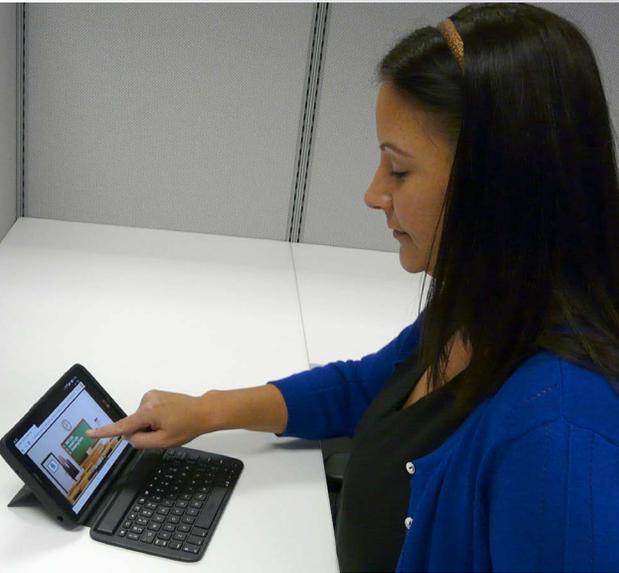
> "The Learner Dashboard and Gamification have motivated our learners to become more engaged in training. We've seen participation and enrollment rates increase since our deployment of Adobe Captivate Prime."

James Herring, Curriculum Developer, Bancsource

Setting up Adobe Captivate Prime was easy from start to finish. The system works smoothly with Adobe Captivate, allowing Herring to quickly add training modules and learners to the LMS. "We had great support from the Adobe team, which made onboarding simple," says Herring. "This saved us a lot of time so that we could turn our attention to training development and getting new modules published for employees."

Engaging with friendly competition

Bancsource currently has 43 courses published through Adobe Captivate Prime. Some modules are required for all employees, such as those covering the company's sexual harassment and email policies, but the majority are optional courses tailored for technicians to replace or complement in-person training. On average, each module is designed to take 15 minutes to complete, but in-depth training modules can last as long as two hours.

Using Adobe Captivate, Herring can create a new module in as little as one day. Adobe Captivate includes a wide range of pre-built interactions, including quizzes, glossaries, voice-overs, and games, that add fun and engagement to each module. Creating a module is as easy as dragging objects and assets into place. Using Adobe Premiere Pro CC, Bancsource can also create professional-looking videos in-house to add to the courses.

In addition to interactive elements, Adobe Captivate Prime encourages participation through gamification. Every learner earns points for completing learning modules. The Captivate Prime Learner Dashboard not only makes it easy for learners to navigate the training modules, it also includes a leaderboard that shows learners how they rank compared to others. These rankings create healthy competition that rewards learners for going above and beyond.

"The Learner Dashboard and Gamification motivate our learners to become more engaged in training," says Herring. "We've seen participation and enrollment rates increase since our deployment of Adobe Captivate Prime."

Mobile-friendly training anywhere

Adobe Captivate Prime delivers modules over its Fluidic Player that dynamically displays all types of learning content without requiring downloads, pop-ups, or plug-ins. Working with a single universal player, any modules published through Adobe Captivate Prime can be viewed on almost any device, including desktop and mobile devices. Adobe Captivate Prime even supports offline course playback so that learners can view courses without a wireless connection. This allows technicians in the field to use their work tablets for a course wherever they are.

SOLUTION AT A GLANCE

· Adobe Captivate Prime

· Adobe Captivate 9

· Adobe Creative Cloud for teams. Apps
  used include:

  · Adobe Premiere Pro CC

For more information
www.adobe.com/products/captivateprime.html

www.adobe.com/products/captivate.html

Although many courses are designed for technicians, Bancsource opens all courses to all employees. Technicians can train on unfamiliar equipment to expand the number of vendors they serve, or refresh their experience on equipment that they haven't worked on in a while. People working in call centers can start studying to become a technician, encouraging growth and company loyalty across the workforce.

"By improving the availability of training and motivating technicians to improve their skills, we can continue to impress customers with well-trained, knowledgeable technicians," says Herring. "This will help us work towards our growth goals through better customer service."

Optimizing training content

With advanced reporting and monitoring capabilities, Adobe Captivate Prime gives managers a clear view into how learners are using the courses. Managers can generate automated reports to see how their teams are learning and recognize people who have taken extra steps in their training. Course designers like Herring can use reports to identify which courses and learning methods are popular, and use this information to optimize future courses. By comparing training courses to performance metrics from technicians, Bancsource can even identify modules that seem to be most effective at producing high-achieving technicians.

"Investing in our employees is key to future growth and success. With Adobe Captivate Prime, we're delivering effective training and lowering travel costs for excellent returns," says Herring. "Our goal is to continue developing training modules and disseminating them to our workforce through Adobe Captivate Prime."