Multiple audiences, one system.

PrismHR enhances training paths for employees and customers with training delivered through Adobe Captivate Prime.

PRISMHR

"Adobe Captivate Prime is flexible enough to reach beyond our company walls to help our customers achieve success as well."

George Pataky, Learning and Development Manager, PrismHR

SOLUTION

Adobe Captivate Prime

RESULTS

160 eLearning modules for **EMPLOYEES** and **CUSTOMERS**

REPURPOSED modules for different audiences

Easily created and delivered highly visual **VIDEO** lessons

Encourages **ENGAGEMENT** with gamification

PrismHR

Established in 1985

Employees: 162

Southborough, Massachusetts

www.prismhr.com

CHALLENGES

· Develop standard training system for employees and customers

· Provide in-depth training including video for external customers

· Break down training sessions into smaller pieces as reference for employees

"Adobe Captivate and the Adobe Captivate Prime LMS provide an ideal way to create and deliver lessons to all of our audiences. We can create catalogs and scale our training programs to reach everyone with the information they need."

George Pataky, Learning and Development Manager, PrismHR

Training customers and employees

Every business, no matter what its industry, has the same basic administrative needs, from onboarding new employees and providing benefits to managing payroll and bookkeeping. While larger organizations have entire departments that handle these tasks, small and medium-sized businesses often have two choices: find a single employee who can do everything at once, or outsource these roles. By working with a professional employer organization (PEO) or an administrative services organization (ASO), businesses gain access to experts and specialists in their fields without the hassle and cost of trying to find a uniquely skilled worker.

PrismHR develops world-class HR, payroll, and benefits software that helps PEO and ASO organizations serve their clients more efficiently. As a software provider, PrismHR wants to help its PEO and ASO customers train their employees how to use the software and to get the most out of their investment. The company also needs to educate its employees about the software so that they can better serve customers by troubleshooting problems quickly and offering helpful advice.

Previously, PrismHR didn't have a formal training system. Experienced users would mentor beginners and pass down knowledge. But as the number of learners grows, providing consistent training becomes more difficult.

"Our company is growing, both in number of employees and number of customers," explains George Pataky, Learning and Development Manager at PrismHR. "Everyone has their own way of explaining things, which led to inconsistency in information provided during training sessions. We needed to improve the consistency and accuracy among the lessons."

PrismHR had used sales enablement tools to consolidate training information, but it needed a learning management system (LMS) that was built to scale and reach all types of learners, whether they're employees or customers. "Adobe Captivate and the Adobe Captivate Prime LMS provide an ideal way to create and deliver lessons to all of our audiences," says Pataky. "We can create catalogs and scale our training programs to reach everyone with the information they need."
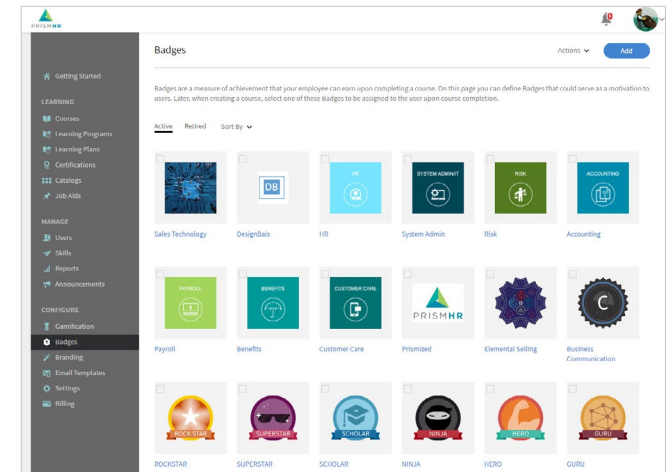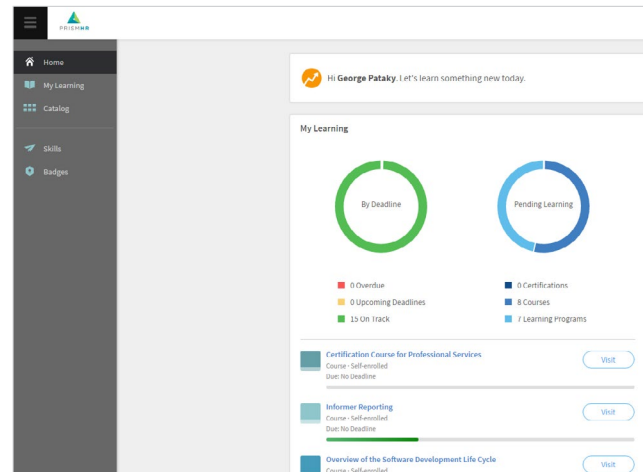
In-depth training for customers

Of the more than 2,000 learners who consume courses on the Adobe Captivate Prime LMS, about 95% are employees of PrismHR's customers. PrismHR software is critical to these learners' day-to-day jobs. Therefore, their training needs to be in-depth and tailored specifically for their roles, whether they're payroll specialists or system administrators.

"The Fluidic Player in Adobe Captivate Prime allows us to use any type of video without struggling with technical settings."

"The gamification in Adobe Captivate Prime is a great way to get people involved. People want to see more badges on their dashboard and their name at the top of the leaderboard."

George Pataky, Learning and Development Manager, PrismHR

Subject matter experts quickly learned to use Adobe Captivate to create visually rich eLearning modules. About 160 modules have been developed to date, with twice that amount waiting for final touches. The modules are grouped into courses and published in minutes through the Adobe Captivate Prime LMS. Unlike other LMS solutions, Adobe Captivate Prime uses the Fluidic Player to seamlessly play any type of content, including video, PowerPoint files, and MP4 recordings, without cumbersome downloads.

"Probably 98% of our training content for customers is video-based, showing learners step-by-step instructions about how to use our software," says Pataky. "In other solutions, it could be tricky to work with video; we had to get the settings just right or it wouldn't play. The Fluidic Player in Adobe Captivate Prime allows us to use any type of video without struggling with technical settings."

While content is currently designed with desktops in mind to mimic the software experience, PrismHR is also interested in creating more interactive, mobile-friendly lessons in the future. With the Adobe Captivate Prime LMS, responsive content can be published for any device, eliminating the need to create multiple versions of a module and cutting course creation time.

Adobe Captivate Prime also gives customers the tools they need to manage learner performance. With greater visibility into how many courses employees have completed, many managers tie progress into certifications and employee goals during yearly assessments.

Adobe Customer Story

SOLUTION AT A GLANCE

Adobe Captivate Prime

Adobe Captivate 9

Fast answers for employees

While PrismHR customers need in-depth courses around specific roles, PrismHR employees tend to need snippets of information that help them quickly find answers when working on a specific project or solving problems for a customer. Rather than creating completely new content, PrismHR can reuse many modules created for customers in Adobe Captivate and develop shorter tutorials for employees.

"We save ourselves time by reusing content from customer training courses for employees," says Pataky. "Keeping track of all of our modules could be a full-time job. The Adobe Captivate Prime LMS also takes the complication out of module management by allowing us to propagate changes across courses. We can spend less time recreating content and more time expanding content."

PrismHR is growing fast, gaining about 40% more employees in the past year. eLearning content allows the company to reach employees faster and give them a standard answer for common questions. The company is planning to encourage more learning through gamification in the next year.

"I spend a lot of time reading about learning, and the gamification in Adobe Captivate Prime is a great way to get people involved," says Pataky. "People want to see more badges on their dashboard and their name at the top of the leaderboard. We can organically motivate learning, which leads to more enthusiastic engagement and better retention."

PrismHR already has nearly 70 hours of lessons in the works for customers and employees. "We don't want learning to just be about onboarding or training beginners," says Pataky. "We see learning as a continuous goal, and we want to continue adding material that can deepen both employee and customer knowledge of our software. Adobe Captivate Prime is flexible enough to reach beyond our company walls to help our customers achieve success as well."

For more information
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