Bank of the Pacific | Enabling instant, engaged learning

Leading banking service provider in the Interstate region relies on Adobe Captivate for creating eLearning courses.

"The thing I like most about Adobe Captivate is that there are really no limitations. If you can imagine doing something, you can do it in Captivate. It is an extensive software that works for both simple and complex eLearning courses."

Tracy Ford, Corporate Trainer

SOLUTION
Adobe Captivate

TOP BENEFITS OF USING ADOBE CAPTIVATE

Mobile Compatibility

Allowed easy launch of mobile-compatible content

Highly Interactive

Made learning fun, easy and interactive using templates and interactions

Better Retention

Enabled creation of engaging content and higher retention

Highly Versatile

Ideal for simple as well as complex eLearning courses

Bank of the Pacific

Founded: 1971

Employees: 250

Aberdeen, WA

www.bankofthepacific.com

Challenges in creating content

- Development of eLearning content that is mobile-ready.

- Creation of engaging content and finding workarounds to during course creation.
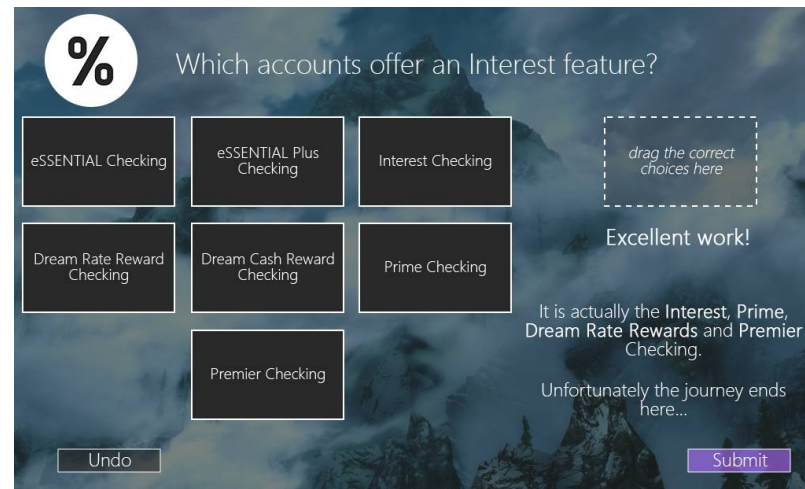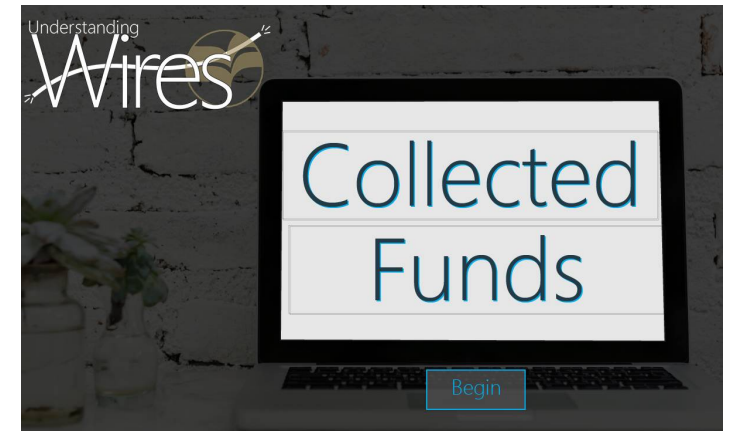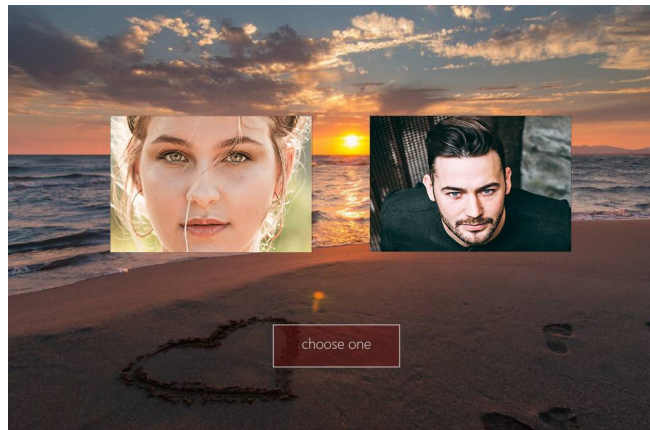
Solution
Adobe Captivate

Enabling instant and on demand learning

The workforce at Bank of the Pacific is diverse and operates across 400 miles along the I-5 corridor. In order to deliver consistent and standardized services at each location, it was imperative for every team member to align with and enable the existing organizational culture. This also meant that the organization must make learning easily available and instantly accessible on demand for its 250-odd employees.

BOTP provides training in both, hard and soft skills, to its employees and has successfully converted many of its in-person classes into on-demand eLearning courses. Its training team develops about 30-40 courses per year, which ranges from videos and micro-learning content to full curriculums.

Content creation using Adobe Captivate

SOLUTION
Adobe Captivate

Challenges with creating content
The biggest challenge faced by the organization is ensuring that their learning content is immersive, engaging and mobile ready.

How Adobe Captivate helped Bank of the Pacific overcome these challenges
Using Adobe Captivate, Bank of the Pacific was able to make all of its learning content mobile-ready seamlessly with the help of the responsive project feature.

The course developers at Bank of the Pacific were able to employ a wide range of templates and interactions that helped achieve higher learning retention rate, while also ensuring that users had fun learning.

"The thing I like most about Adobe Captivate is that there are really no limitations. If you can imagine doing something, you can do it in Captivate. It is an extensive software that works for both simple and complex eLearning courses," says Tracy Ford, Corporate Trainer at Bank of the Pacific, who has been in the learning and development field for over eight years.

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