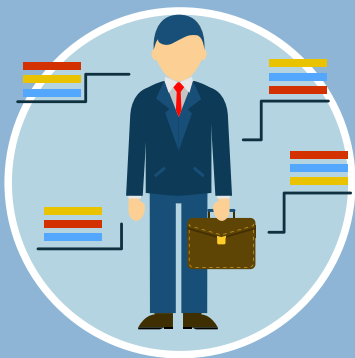


EMBRACING A SMARTER WAY TO ENGAGE & RETAIN THE EXTENDED WORKFORCE USING **MODERN LEARNING MANAGEMENT SYSTEMS**

*Gain the Competitive Edge -
Increased Usage, Increased Adoption, Increased Learner Satisfaction*



INTRODUCTION

Corporate training has now expanded its footprints from business employees to external workforce - supporting partners, employees, suppliers and customers at all levels. Several organizations strive to create innovative solutions to impart training that educates and motivates its people. But, training has to often extend beyond the confines of the organization to deliver an effective and uniform learning experience. Training an active community of external workforce is the reason why organizations deploy an extended enterprise **Learning Management System (LMS)** to leave an incremental training impact – which directly reflects in pushing sales as well as organizational morale. E-learning outside the organization acts as a significant tool to aid organizations to improve their business growth and profitability.



DEPLOYING EXTENDED LMS: MANAGING DIFFERENT AUDIENCES & IMPROVING BUSINESS GROWTH

To compete with peers, organizations now need to push their talent management, beyond the confines of the enterprise to include the extended workforce. Also, as external employees work outside an organization and are mostly on-the-go, it is important to impart training to them - anytime and anywhere. Modern LMS for extended enterprise holds the potential to reach geographically spread audiences via the same platform and impart personalized training experience specific to their needs. Providing training outside the organization is an important strategic tool to help your organizations improve their business line. Let us discuss the following benefits served by extended learning platforms for an effective workforce training experience:

- As the new-age learner is now adept with mobile devices, the delivery of multi-device training content via extended LMS is aligned to their job roles and preferences.
- It is crucial to market the new extended learning program. Therefore, continuous learning and activities like skill contests are marketed via mailers & brochures.
- The extended lms is also equipped to send automatic text messages to personalized mobile devices. These instant reminders help to keep tracking the learning events better.

Undoubtedly, Extended LMS boosts the overall satisfaction of the external workforce including sales representatives, dealers, customers and others. They connect more and apprise themselves on newer products as well as schemes for their prospective clients. This increases work satisfaction and provides better sales figures as well.

GAINING A COMPETITIVE EDGE VIA EXTENDED LMS: THE NEED IS EVIDENT

With the advent of internet technologies, organizations have set a major difference in the way they impart training to engage and retain the modern workforce. Extended enterprise learning aims at training non-employees such as partners, sellers, dealers, customers, sales representatives and others. Organizations work to tailor the existing LMSs for specific audience needs as well as an in-house development team, to cater to the bespoke business requirements. The extended enterprise is more than technology, which requires an organization to provide e-courses beyond internal workforce, through external distribution channels. Extended enterprise learning can be delivered to extended workforce with varied job profiles as discussed here:



EXTENDED SALESFORCE TRAINING

Today, extended workforce learning has proved to be successful for organizations which take effective sales training initiatives. From tracking salesforce performance and fostering client relationships, extended LMS helps sales employees to remain at the top of the game. For instance, short quizzes can help a sales team to align the right product to the right customer, thereby affecting the business line.



CHANNEL PARTNER TRAINING

Companies in the manufacturing, telecom and other sectors comprise of independent partners that resell their products and services on a global scale. As the channel partners are spread across diversified locations, extended e-learning platforms help to bridge those geographical barriers. An LMS helps the partners to learn about new products at their own convenience of time and location. As a result, it improves the overall sales, business productivity and customer satisfaction.



DEALER WORKFORCE TRAINING

Organizations from varied industry domains face ample training challenges while training their dealer network. To ensure consistency of training across the contingent personnel, it is critical to deliver an incredible customer service. Extended LMSs are seamlessly integrated with Dealer Management Systems (DMSs) to provide training - anytime and anywhere. Significant data is utilized from DMS so that employees can trigger the LMS to deliver effective learning. Consequently, it helps the workforce to learn more and perform better at the workplace. In addition, different kinds of e-courses are delivered for dealer employees as per their diverse job roles to boost their overall learning efficiency.



BUSINESS CASES FOR EXTENDED LMS IN DIFFERENT INDUSTRY VERTICALS - **AUTOMOBILE INDUSTRY**



As the modern workforce is dispersed across various locations, it becomes imperative to use an online extended LMS which is mobile-supported, flexible and easy to access. G-Cube has collaborated with numerous clients from the automotive sector to provide a robust e-learning platform for their extended personnel. We delivered a plethora of end-to-end e-learning solutions to provide the following benefits:

- ⚙️ Seamless integration with DMSs to impart training at the point of need.
- ⚙️ Accessibility of e-courses across personalized smartphones and tablets to enable learning on the go.
- ⚙️ Localization helped to deliver training courses in multiple languages which boosted overall learner collaboration & knowledge retention.
- ⚙️ The online learning platform also acted as a repository of workforce competencies by including the dealer workforce network.
- ⚙️ Ability to upload different training courses as per the diverse job roles and learning preferences. It resulted in optimum use of knowledge and applies it to the real-life situations.



BUSINESS CASES FOR EXTENDED LMS IN DIFFERENT INDUSTRY VERTICALS - **BFSI SECTOR**



With ever-evolving demands of customers from all over, training the extended salesforce of banks and other financial institutions has become a daunting task. We provided an efficient mobile learning platform, enabling the external workforce to learn at their own pace. The mobile app gained huge popularity in providing various benefits as discussed below:






- ⑤ The salesforce could access training content on their bespoke mobile devices and at their own convenience.
- ⑤ We designed highly engaging mobile learning app to impart customized information to all.
- ⑤ The delivery of mobile-enabled training courses improved the overall geographical reach.
- ⑤ Gamification feature is also supported by mobile LMS to boost learner motivation and performance.



BUSINESS CASES FOR EXTENDED LMS IN DIFFERENT INDUSTRY VERTICALS - **RETAIL INDUSTRY**



Several retail companies face challenges when it comes to training their extended sales personnel. Employees fail to engage and effectively sell the products to their customers, leading to poor workplace productivity and business growth. One of our clients wanted to introduce their new Ayurvedic Herbs product range to impart an added value to their overall sales strategy. We created an Augmented Reality(AR) based mobile LMS which virtually showcased the features and benefits of their entire Ayurvedic products range. The successful deployment of mobile LMS as an effective sales support enablement served the following benefits:

-  The sales employees could take their customers through the solution anytime and anywhere using personalized mobile devices.
-  The solution aided the extended sales personnel to become more proficient in selling the appropriate products to the right audiences.
-  The animated videos on different products helped to keep in line with the marketing team's expectations.
-  Incorporation of videos with the content gave an edge to the marketing team as well.
-  The inclusion of traceability stories of each product in the video boosted the overall customer satisfaction and engagement.

THE FINAL WORD: INCREASING THE BUSINESS PACE WITH EXTENDED LMS

Technology-aided learning can be utilized for Extended Enterprise Learning, providing training to learners outside the organization. The training could be targeted at dealers, channel distribution partners, suppliers, resellers, franchisees, and even end-customers. Modern organizations leverage opportunities to train their extended enterprise in an effective way. Using an extended LMS, they aim to engage, motivate and retain learners, thereby combining the business and training outcomes into one measurable program. While e-learning began as an internal workforce training program, organizations have now realized the need to provide online courses beyond and outside their four walls. So, when extended employee training begins with strategic decision-making via a powerful distribution network, the outcomes can leave a great impact on an organization's overall reach, brand value and growth. The greatest benefit of an extended learning program is that organizations are also able to understand and manage available external manpower better. They are able to ascertain the number of trained manpower at all times – helping them create attainable targets and achieving them as well. It is easier for them to align their training efforts as per the needs of the external partner – motivating excellent performers with suitable incentives and creating reinforcements for those who could not perform.

SUGGESTED FURTHER READING:

<https://webcourseworks.com/5-reasons-why-an-extended-enterprise-lms-is-right-for-your-business/>

<https://www.scitent.com/wp-content/uploads/2016/03/eLearning-Extended-Enterprise.pdf>

Driving Innovation in Dealership Training for the Automotive Sector

<https://pdfs.semanticscholar.org/67ff/ca1505e17a1745e3cbcaf92a6137b84556e8.pdf>

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