GnosisConnect
LEARNING MANAGEMENT SYSTEM

POWERS LEADERSHIP PROVIDER

A Global Leader in Leadership,Strategy Execution,Customer Loyalty, and Individual Effectiveness
(Education & Training services)

ABOUT
THE CUSTOMER

A public listed company specializing in performance improvement solutions. The company has 46 direct and licensee offices providing professional services in 147 countries.

Specialty Products: Leadership, Execution, Productivity, Trust, Sales Performance, Customer Loyalty, Education.

The customer is a global consulting and training leader in the areas of strategy execution, customer loyalty, leadership, and individual effectiveness. The company's clientele includes **90 percent** of the **Fortune 100,** more than **75 percent** of the **Fortune 500,** thousands of small and midsize businesses, as well as numerous government entities and educational institutions. The customer has **46 direct** and licensee offices providing **professional services in**

147 countries.

THE
CHALLENGE

The company was looking for a solution which could solve their training problems, and offer a coherent channel to distribute its learning

The customer delivered its flagship leadership and performance improvement solutions through workshops supplemented by game-changing books written by renowned authors. Although a highly successful business model, the customer felt compelled to tap a major segment of its potential audience that either chose not to attend live workshops or were unable to attend them. The customer desired an online learning management platform that would allow them to offer asynchronous learning in the form of videos. At the same time, the online learning management platform should also help them recruit and manage their global partnership franchise.

Key challenges faced by the customer included:

🕐 Exhaustive overrun of time and effort in franchise and partnership expansion

✋ Limitations in geographical outreach

🤝 Tedious process of franchisee and partner management

🚐 Unavailability of a training vehicle to deliver a solution at the point-of-need

🌐📖 Incapable legacy online learning delivery platform unable to provide desired reporting and analytics

📦 Inability to provide flexible course packaging per customer needs

THE
SOLUTION

The Gnosisconnect team analyzed the business and technical needs of the customer and proposed a three-phase evolutionary approach to customizing GnosisConnect as per their requirements.

Technologies & Tools used:
- Scripting: Java Script 2.0 or above, AJAX, VB Script, XML
- Database Tools: MySQL 5.0 or above
- Designing Tools: Photoshop, HTML, DHTML, Dream Weaver, Flash

The Gnosisconnect team analyzed the business and technical needs of the customer and proposed a three-phase evolutionary approach to customizing GnosisConnect as per their needs:

Phase 1

involved customization of GnosisConnect and implementation of an SCORM compliant learning management system with all industry standard functionalities.

Phase 2

involved the roll-out of enhanced user management and a multi-tier corporate user management features.

Phase 3

involved the integration of collaborative Web 2.0 features with GnosisConnect.

THE
SOLUTION

A fully customized GnosisConnect platform has powered & offered unique packaging of customer products:

Annual Packs

Subscription to a required number of training for one year; renewal or termination of a package can happen after one year.

Half-yearly Packs

Subscription of a required number of training for six months; renewal or termination of a package can happen after six months.

View Packs

An addition to the customer offering, this pack allows a pay-as-you-go scheme.

Multi-lingual ability of the platform allowed the customer to extend its offerings to non-English speaking countries including Thailand, Portugal, etc
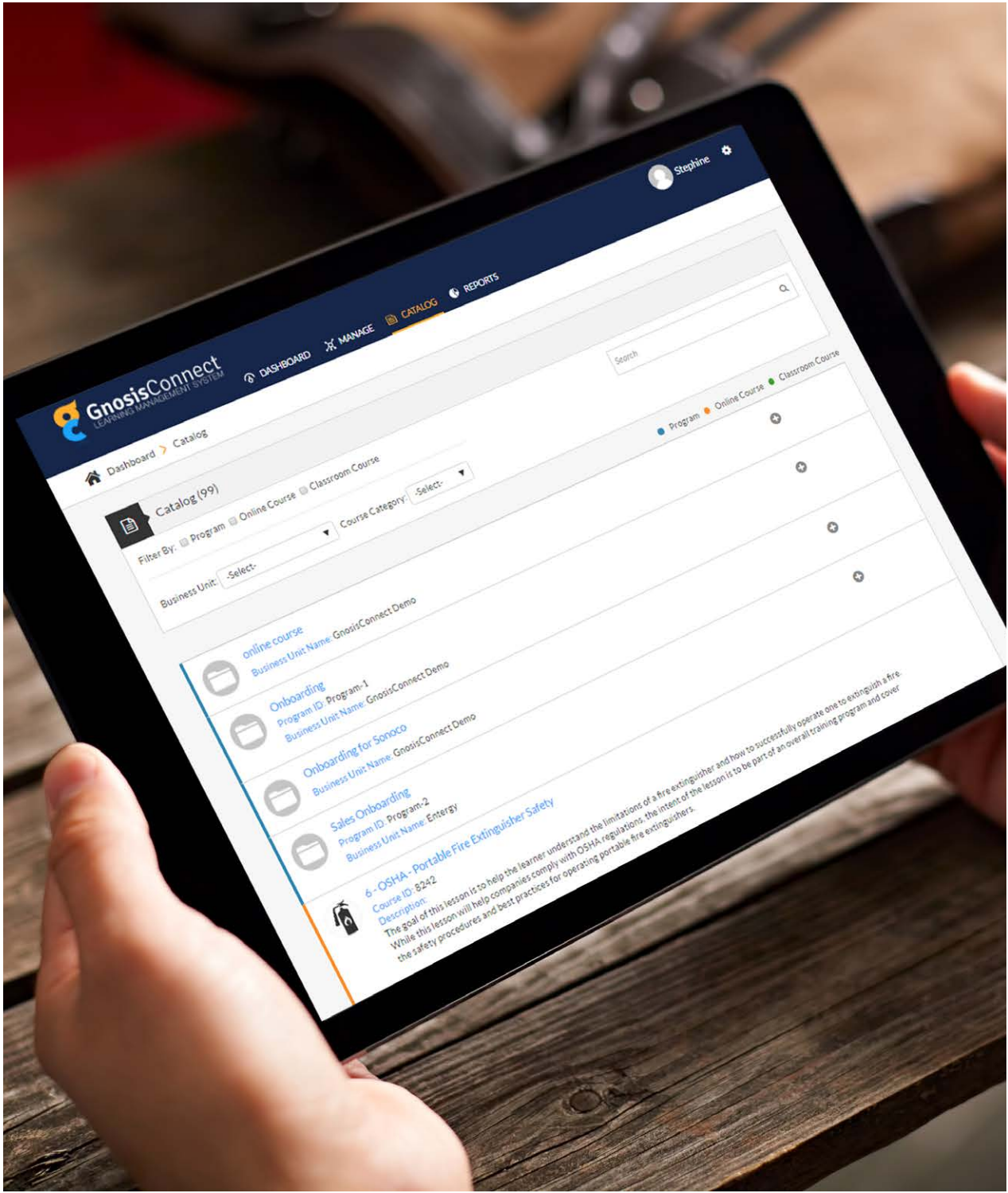
THE
RESULTS

GnosisConnect team worked with the customer to get measurable and meaningful results. The customer had a tremendous increase in its sales revenue.

The customer improved their geographical outreach and are very satisfied with the final GnosisConnect LMS product.

Some of the business benefits are listed below:

Robust e-commerce and reporting capabilities delivered the best-in-class insights on product preferences and success ratios.

Significant increase in customer lifetime value was reported.

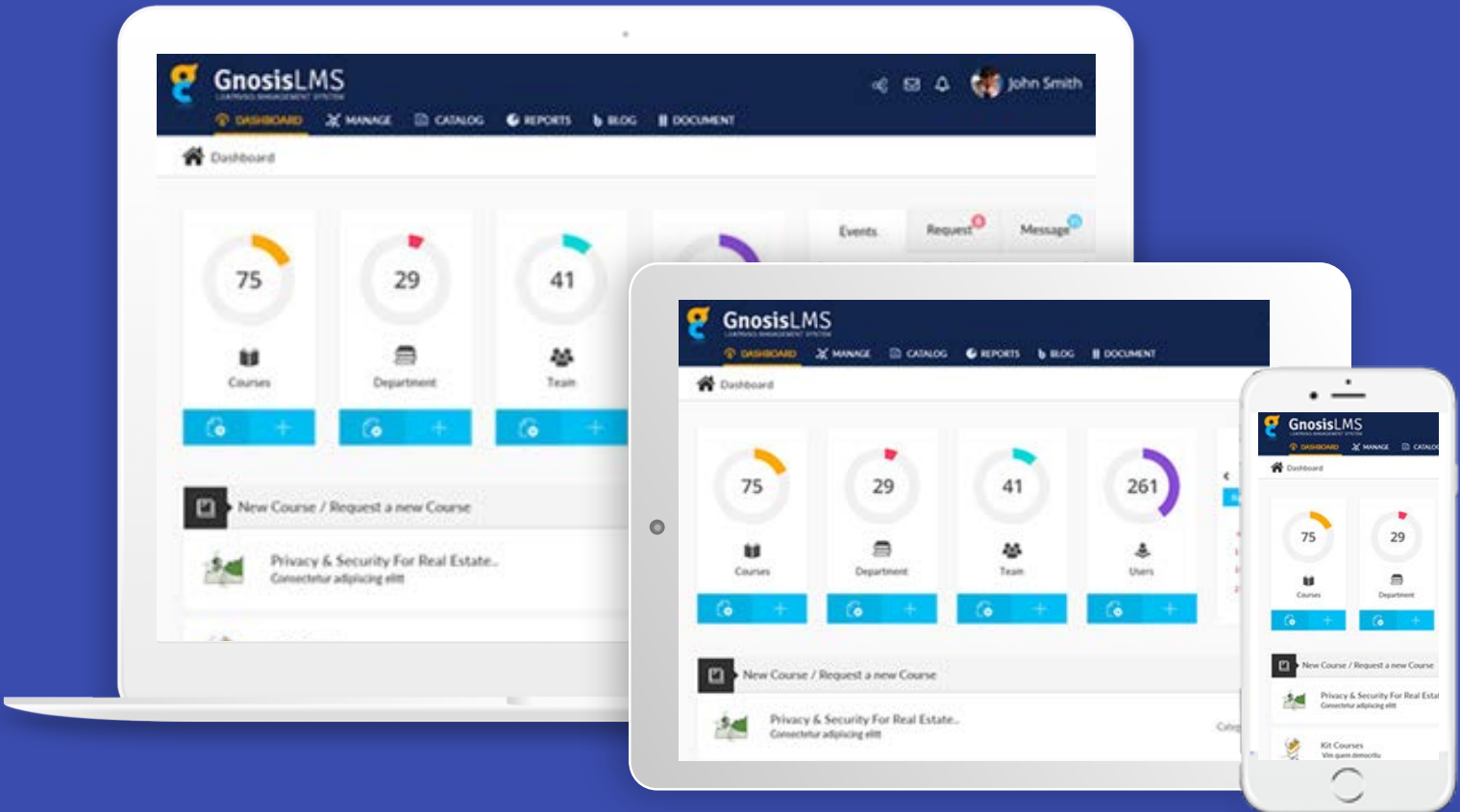Multi-lingual functionality helped in selling to the non-English speaking countries.

The increase in partnership and franchise operations through a managed environment resulted in increased global outreach and higher sales revenues.
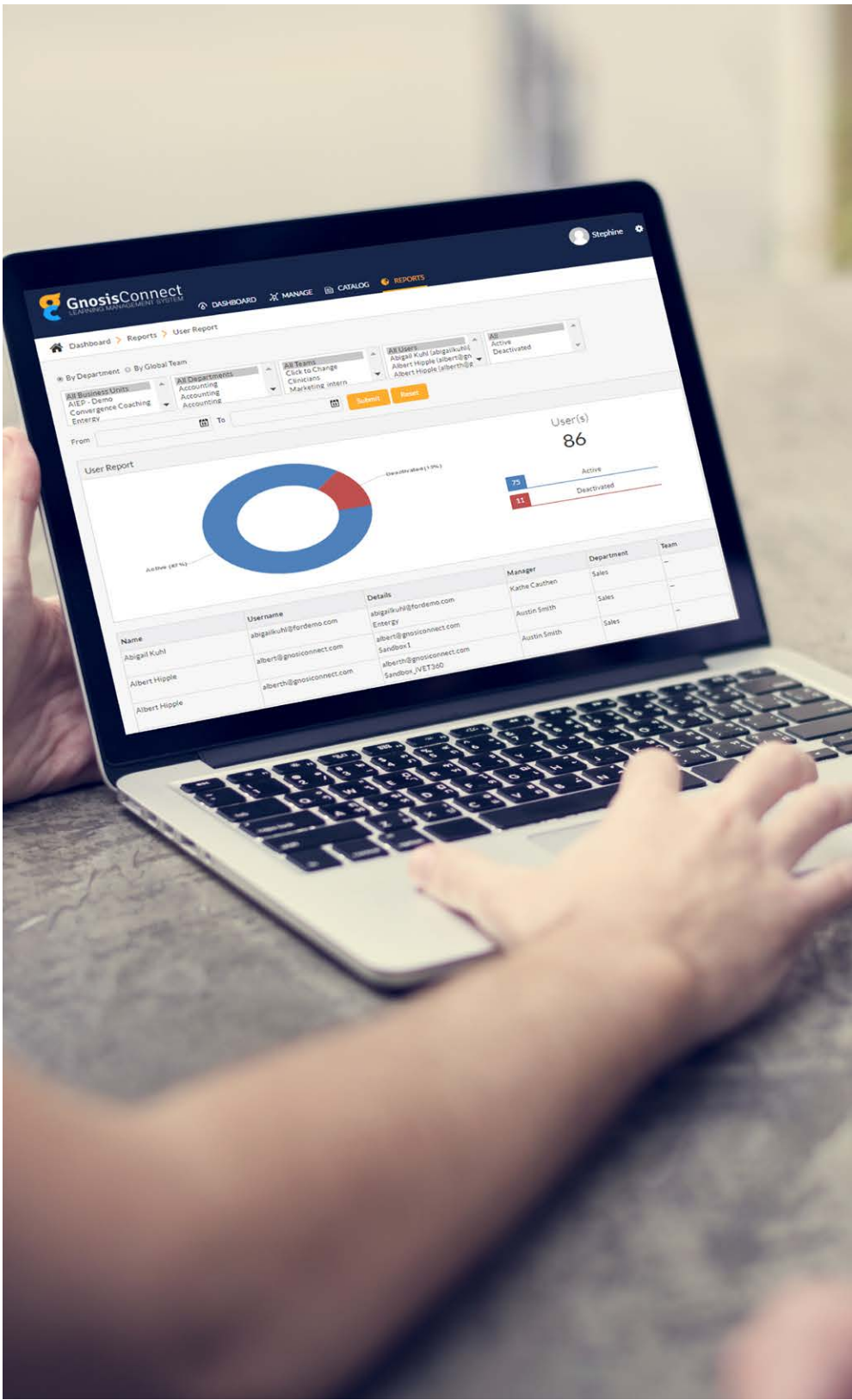
About GnosisConnect

GnosisConnect is designed around the ability to run and manage eLearning, vILT, ILT, and videos—making it a true blended learning platform to fulfill the business model of the company. Further, it facilitates hassle-free integration with other existing HRMSs or other systems using open standards. GnosisConnect with the capability to manage different languages also provides the ability to create multiple sub-portals with unique URLs for partner/franchisee operations.

GnosisConnect comes from the winner of the Brandon Hall Gold Excellence Award for Learning Technology - InfoPro Learning. Regarded across the industry as the experts in corporate learning strategy, InfoPro has paid heed to the suggestions of their customers who feel that the most vital software supporting their learning organization does not map to their needs. InfoPro has responded to this demand with its release of GnosisConnect LMS.

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