



# COLLABORATIVE LEARNING

Indigenus Network LLC, Global Network of healthcare creative agencies

# ABOUT THE CUSTOMER

**Indigenus Network, LLC is one of the largest independent global networks of health and wellness communication companies.**

**- The company provides pharmaceutical and healthcare companies with innovative multichannel global branding, advertising, medical education, and medical communications.**

Indigenus Network, LLC is an independent global network of entrepreneurial healthcare creative agencies.

These agencies combine the organizational values of innovation, creativity, strategic thinking, along with a generous pinch of local flavors to cook up fresh solutions that make an impact in new markets. The network provides 100% global coverage, with 13 agencies serving major and emerging markets including USA, UK, Spain, France, Germany, Italy, Turkey, Mexico, India, Japan, Brazil, Sweden, and Argentina.





# THE CHALLENGE

Indigenus wanted a collaborative platform with an environment conducive to the creative sharing of ideas, to eliminate the huge burden of logistic costs and the loss of productivity due to longer hours spent during off-work sessions.

Indigenus as an organization used to conduct Creative Fusion Workshops (CFWs), where teams were invited from different geographies to discuss concept development.

This process resulted in true global alignment, with due consideration given to differences in culture, language, and local regulations. But this also meant, gathering of several creative heads spread across the globe to share ideas on innovative creative strategies—to create a sound marketing pitch for Indigenus' customers.

While CFWs proved to be a very effective tool, bringing together a creative team to a physical location, significantly increased travel expenses and the time spent toward this effort.

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# THE SOLUTION

- GnosisConnect combines diverse, evidence - based collaborative and experiential learning methods with powerful, flexible, and incredibly efficient technology.

- With its unique way of structuring data, GnosisConnect helps you discover meaningful information right when you need it, instead of working through unorganized heaps of data.

GnosisConnect allows the contribution of information in any form – be it audio, video, text, or images.

Indigenus used GnosisConnect to form forums that enabled learners to share their views or raise questions. Since the company was handling several projects based on different customer needs, GnosisConnect segregates the information under different groups.

Further, to augment and customize GnosisConnect according to Indigenus' business needs, the following features are shaped as part of the collaborative learning platform:

## Idea Share

Idea Share enables subject leaders to post and share content they find relevant for the current project. These posts can be subsequently tagged under specific keywords to make them easily searchable and accessible

## Author

Names of all the authors who post/share content on the platform are displayed in an alphabetical order. This creates a group of posts per author. Users can rate the content of the post and share it on other social networking sites.

## Media Library

This section archives all the relevant media files for a specific post. The user can use this library at any time to access relevant information easily.



# THE SOLUTION

## Communities

The feature provides an opportunity to create different communities for different verticals within an organization, on the basis of learning interests. This allows clear categorization of content in terms of interest groups and makes it easily accessible to any user.

## Questions

If a user has any query, this section allows any user to post/raise a question. The section is accessible to all members, who can answer the questions. The user who posted the question can rate the answer in terms of its relevancy. Question types include both descriptive and poll types of questions.

## Events

Events enable a GnosisConnect user to create an event and post relevant documents, presentations, and videos. This facilitates a knowledge base with a repository of lessons shared and learned from any to every event, for reference.

## Real Time Thumbnail

Users can now post a link whereby the system automatically retrieves images or videos from the source. Accessing information from the repository saves a lot of platform space and the user's time—eliminating time to first download the file from source and then to upload it to the platform.



# THE RESULTS

By allowing users to create and join interest-based user groups and discussion forums, GnosisConnect caters to each community of practice.

- GnosisConnect also provides mechanisms to moderate content and prevents spam or abuse.

- GnosisConnect provides context - specific information at a granular level of detail by tagging the source, author, title, key phrases, information type, and the date and time of contributions.

- All you need to do is enter the keywords, GnosisConnect does the rest!

The collaborative learning platform helped Indigenus in building a highly available knowledge base, leading to enhanced business efficiency and high business growth. The solution delivered the following additional benefits:

## Collective Growth

Having an asynchronous learning model helped users to raise and ask questions at their own pace after learning and understanding the topic. This led to greater interaction among users as compared with a live one-on-one session.

## Increased Productivity

GnosisConnect created separate information pockets through the use of community categorized information, for specific interest groups. The categorization of information made it easy for users to ideate on common topics and develop an idea. Collaboration in this manner saved a lot of time and increased efficiency



# THE RESULTS

## Faster Response

Since there is an option to tag each post by using appropriate keywords, GnosisConnect made it easier for a new user to search for relevant content. Easier search features enabled quick research and led to shorter times required to respond.

## Enhanced Skills

Features such as rating, getting to see the names under the author section, etc., increased the motivation levels amongst users. More and more people shared their knowledge, leading to a larger knowledge pool, increased learning, and better business output.

## Increased Productivity

InfoPro's ISO 9001:2000 standards and procedures ensured quality, consistency, predictability, continual improvement and reliability of services.

## Enhance Business

Added efficiency including better ideas in a shorter time frame and fewer dollars spent due to the sharing and learning at an individual's pace with evangelists across the globe, greatly improved business results.

# 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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