

Kallidus Digital Learning Showcase

Kallidus is transforming learning by developing innovative e-learning solutions and learning games. The quality of our work and results we deliver have raised the bar in the industry, resulting in prestigious year-on-year award wins for our customers, our designers and our projects.



Govia Thames Rail

Govia Thames Rail: **Highly immersive customer service training**

Govia Thames Rail (GTR) commissioned us to develop immersive digital learning content for their new and extensive blended customer training programme, One Step Ahead, which launches later this year. Drawing on our deep expertise creating solutions that drive behavioural change, we have developed seven scenario-based e-learning modules to showcase customer service best practice and enable learners to practise real-life scenarios. We've also created an interactive game to embed key learning and support classroom training, the third key component of the blend.

Using Gomo's innovative authoring tool, we've built a fully responsive solution for GTR's mobile workforce. Over 4,000 staff will be able to access the learning anywhere, anytime, using any device, with one in four expected to use smartphones to complete what is set to be a truly inspiring, immersive and motivating learning experience.

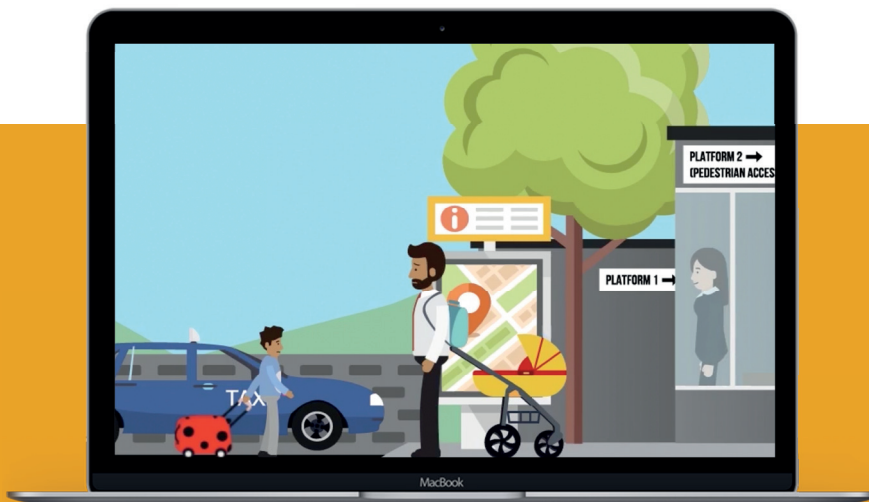


Figure one:
The modules follow various GTR staff through a number of media-rich scenarios

Kallidus Digital Learning Showcase



McDonald's

McDonald's: A game-changing first-time leaders programme

McDonald's needed a fresh, modern training programme to support and develop first-time managers. With an audience primarily aged between 18 and 23 years who have grown up with technology and have a high expectation for engagement and how online content is displayed, we recognised the need to create a course that would immerse and excite this new generation of tech-savvy learners.

We developed three immersive multi-media-rich modules. Taking a game-like approach to learning, the course simulates 'a day in the life of Sunil', a new shift manager at McDonald's. Through the course, learners encounter many of the challenges they could expect to face in a typical day and are invited to make decisions as different scenarios unfold. The consequences of their actions are played out within the course.

McDonald's is currently rolling out this creative and highly immersive piece of learning to over 1,200 new managers. The training has already received a very positive reception and we plan to enter this game-changing course for several prestigious industry awards over the next twelve months.



Figure two:
McDonald's 'Day in the life of...' e-learning modules

Kallidus Digital Learning Showcase



Transport for London

Transport for London: **A multi-award-winning business transformation programme**

Our work supporting Transport for London on their journey of organisational transformation has won eight HR and learning awards in the last two years alone. As part of an ambitious blended learning programme that needed to appeal to a diverse audience, we developed five e-learning modules and an interactive, online board game.

The courses feature over 130 videos including dramatised scenarios as well as videos of real staff. The content in both the e-learning game and classroom sessions were led by two protagonists, Stark and Cortez, who bookended each section of the e-learning content. They appeared very much tongue in cheek, adopting a style not dissimilar to the “Smith and Jones” comedy of the 1980s.

This video-heavy and highly contextualised approach was designed to resonate with the target audience, many of whom have worked at TfL for years, even decades. To achieve this we included lots of physical assets from the business (as shown below) and a journey-based approach where the learner travels through the Tube encountering different scenarios as they reach new parts of the station.



Figure three:
The characters of Stark and Cortez introduce the learner to the world of customer service

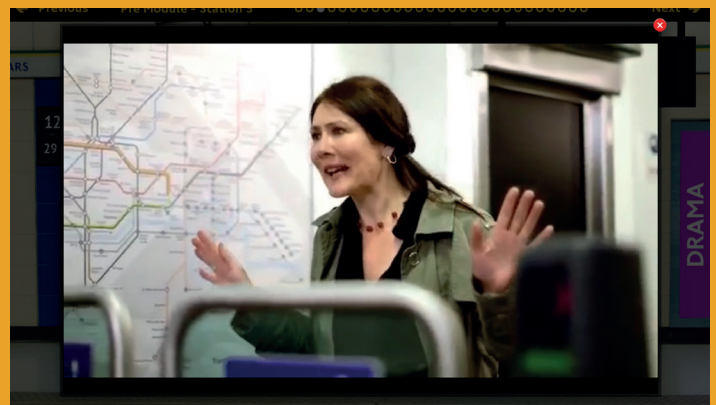


Figure four:
One of several dramatised scenarios, in this case showing the impact of bad customer experience

Kallidus Digital Learning Showcase

Key to the success of the programme is the use of a ‘through the eyes of the learner’ narrative. To make the training truly authentic, real TfL audio was used along with real-world customer scenarios allowing the learner to see how good and bad customer service plays out.



Figure five:

The courses follow a journey through the Tube. As the learner gets to new parts of the station they encounter new scenarios which challenge their customer service understanding.

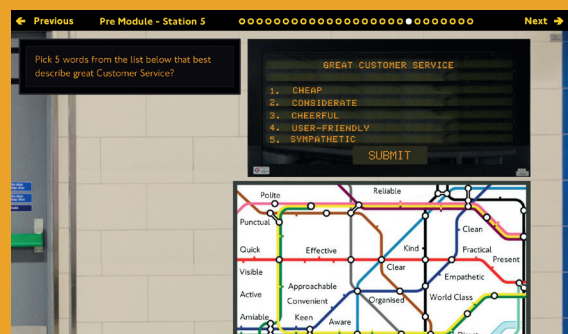
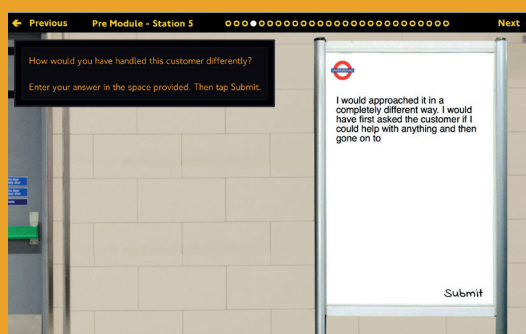


Figure six and seven: Reflective exercises that use TfL assets to keep the courses as relevant and on-theme as possible.

Kallidus Digital Learning Showcase

The digital board game we developed was designed to embed knowledge around ticketing. This is a key area for TfL's 5,000 customer facing staff. Every individual must gain internal certification before they can perform their role. Over 96% of staff have now gone through the programme and have gained this certification. Not only has our work for TfL won industry awards, it's helped the organisation to make improvements against several of their KPIs.



Figure eight: The “Monopoly style” digital board game that was developed to embed the ticketing learning.

Kallidus Digital Learning Showcase



The Co-operative

The Co-operative: Helping staff to deal with aggression

The Co-operative employs over 80,000 people and is the UK's fifth largest food retailer with more than 2,500 local, convenience and medium-sized stores. Unfortunately aggression is an unwanted but inevitable part of life, particularly in certain stores. How a member of staff handles a challenging situation in the workplace can make all the difference to their personal safety.

We have developed a course which helps staff deal with eight different store scenarios, from abuse at the till point to intercepting shoplifting and even store robbery. We developed a rich piece of interactive dramatised video featuring nineteen actors. In our opinion, this is the most complex and polished piece of video that has been developed to date. It's a great example of how video can be used to create a hard-hitting 'real-world' learning experience that the learner can easily connect with and relate to.

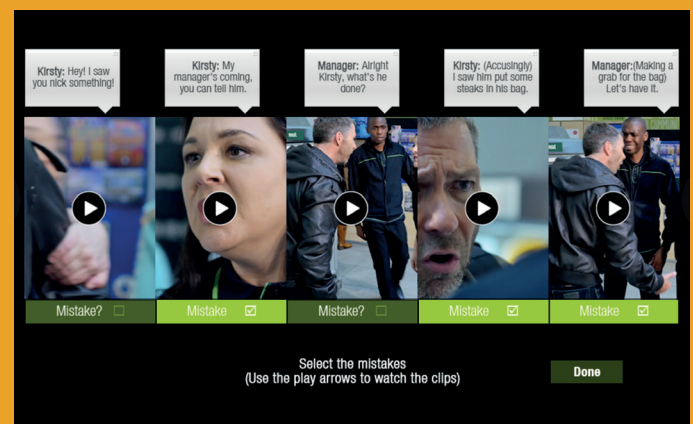
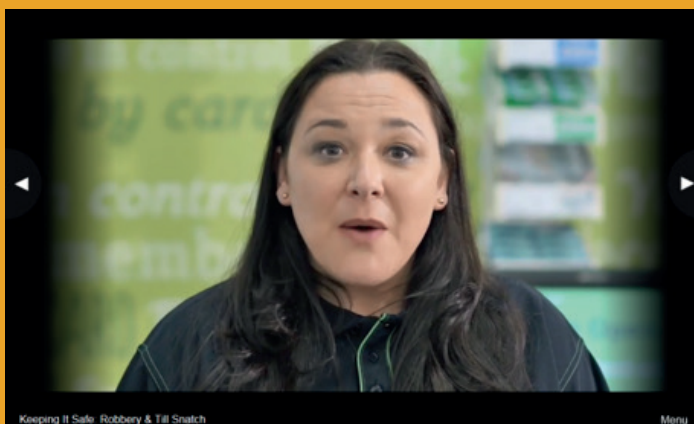


Figure nine and ten:
High-impact video based e-learning

Kallidus Digital Learning Showcase

CAPITA

Capita

Capita: **Inspiring learning and raising awareness**

Major UK organisation Capita employs over 60,000 people across a very broad business. With 'Learning at Work Week' encouraging organisations across the UK to try out new or different approaches to learning, Capita wanted to celebrate the fact that learning can be fun and engaging with an inspiring learning game.

We created an American-style 'spin the wheel' quiz for Capita, providing a fun and effective way to test employees on their knowledge of the business while raising awareness of online learning.

Learners could revisit the game to increase their scores. Those who scored over 80% received a special invitation to take part in an additional platform game in which they were challenged to 'boost their boss' to as high a position as possible, with the winners receiving prizes from Kallidus.

The course was made available to 8,000 staff and was well received. Over a four day period there were over 13,000 individual hits. The project demonstrated that adding games, or 'gamifying' the learning experience, can help to motivate and incentivise learners and create a more immersive and rewarding learning environment.

Kallidus Digital Learning Showase

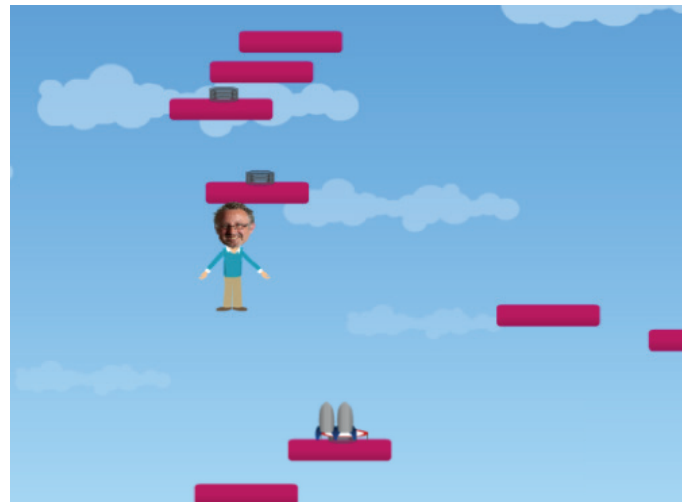
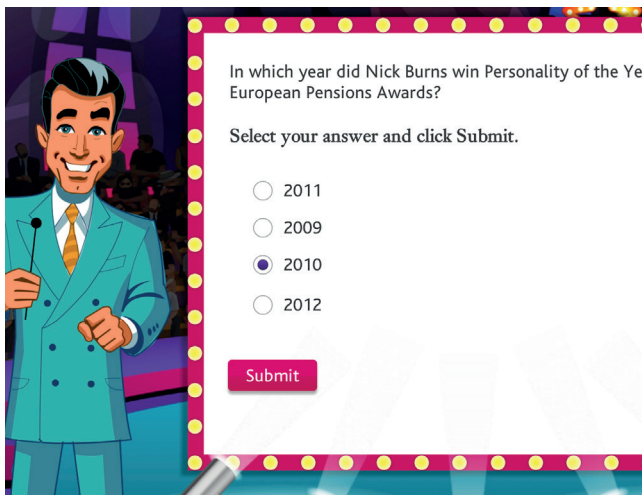


Figure eleven:
Next level platform game to 'boost the boss' as high as you can to win a prize