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ePath Learning develops cloud-based, learning management software that improves training and human performance for organizations.

Celebrating 15 Years in eLearning!

Social Collaboration Technology

Driving Organizational Change and Maximizing Business Performance

ICELW 2014
Greetings and Welcome!

• Donna Lord
  ▪ Vice President, Sales and Marketing

• ePath Learning, Inc.
  “Pioneers in cloud-based learning management & knowledge sharing technology!”

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Today’s Agenda

• Social 101 – What the Heck is it Anyway?

• Benefits of Social Collaboration

• Use Case Examples

• Accelerating Adoption Rates

• Q&A Session
What the Heck is Social Networking Anyway?
This Should Help Explain It…
Twitter Polling Question

What was the name of the Enterprise Social Networking Platform in the video?

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It’s All About the Benefits!
Some Benefits of Enterprise Social Collaboration

1. Improve Employee Engagement
2. Improve Employee Retention
3. Enhanced Informal Learning
More Benefits of Enterprise Social Collaboration

4. Improves Communication Efforts

5. Reduces Expenses

6. Improves Business Performance
Twitter Polling Question

In your opinion, what is the most important benefit of Enterprise Social Collaboration for your organization?

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A Bit More About Driving Business Performance

Better Results

Sales Revenues

Agility

Greater Innovation

Client Satisfaction

Product Quality

Operational Productivity

Collaboration

Productivity

Decision Making
How About Those Learners?
Benefits to the Learner

1. Creativity in thinking about business issues
2. Increased job satisfaction
3. Higher engagement
4. Skill and knowledge development
5. Career development
6. Positive attitude towards learning
7. JIT learning
8. Sense of ownership of their learning process
9. Access to lots of people in the organization!

And let’s not forget…learning is continuous!
“The world’s top performing organizations understand that employee engagement is a force that drives performance outcomes. In the best organizations, engagement is more than a human resource initiative – it is a strategic foundation for the way they do business” -- Gallup
Firms Highest in Engagement... BOAST

22% Higher Profitability
21% Higher Productivity
10% Higher Customer Engagement
37% Lower Absenteeism
65% Lower Turnover
41% Fewer Defects

Source: Gallup’s 2013 State of the American Workforce
Use Case Examples

Research & Development
- New product development updates
- Knowledge retention from departing employees

Production
- Changes to business processes communicated and immediately initiated
- Capture and share best practices

Sales & Marketing
- Allowing external customers access for: branding initiatives, customer insights, trend identification, focus group research, and customer referrals
- Supports internal branding campaigns

Customer Service
- Locate SMEs quickly for quick response to customer inquiries
- Rapid problem research and resolution
How Do You Encourage Adoption?

• Corporate Culture
• Leadership
• Communicate
• Start Small and Gain Momentum
• Develop Guidelines for Use
Any Skeptics Still Out There?

“It’s hard to put a dollar figure on the collaboration advantage that we get from Salesforce Chatter. It’s about efficiency. We spend less time on transactions and more time on strategic analysis.” -- Scott Travasos, CFO of Blue Shield of California Foundation

“As a global software company, we have developers working all over the world. So, our internal collaboration tools allow us to share everything from programming tips and tricks to project updates. Our employees love it. It makes us a more engaging place to work.” -- Harry Chemko, CEO of Elastic Path (not ePath!)
“In 10 years, social won’t even be a question. In the same way we don’t question using the Internet to conduct business now, we won’t be questioning the use of social tools. It will be so ingrained in us that we’ll have a hard time imagining how we ever did without it!"

-- Sandy Carter, IBM Ecosystems
For Your Consideration!

1. Do you want happy and engaged employees driving your organization forward?

2. What will be the “Biggest-Bang-For-The-Buck-Benefits” for your efforts if you implement an enterprise social networking platform?
Then What Are You Waiting For?
Twitter Polling Question

What is your most important take-away from this session?

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Questions or Comments Welcome…

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THANK YOU FOR YOUR TIME!!

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