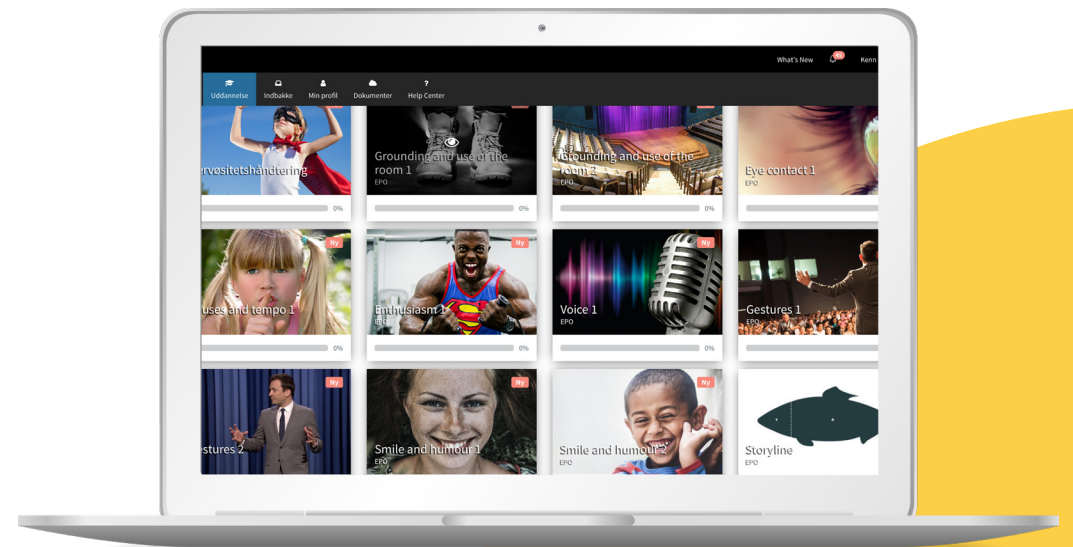


Case

**Better for the Customers and
Better for the Bottom-Line:**

**Learning Platform Increases
the Value of Services at EPO**



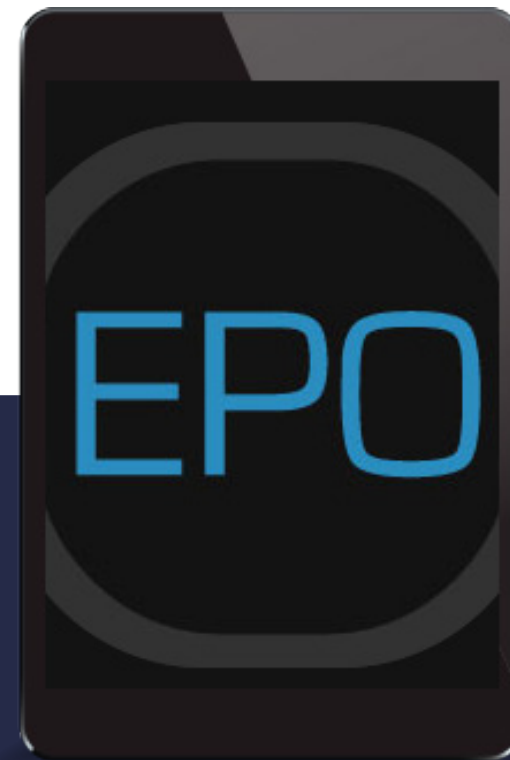
Learning in a (fun) New Way

Does learning platforms (LMS) remind you of internal learning modules and HR in your company? Then you're not the only one.

The training and consultant company, EPO, is using Learningbank's learning platform in a completely different way compared to the usual employee training.

EPO is a training and consultancy company that teaches and develops employees at all levels in the organisation to become better and more convincing communicators.

They deliver specialized training in effective presentation techniques, development of sales presentations, training in PowerPoint, written communication and argumentation – tailored to the customers' needs. EPO is also an official TEDxCopenhagen Partner that facilitates intensive training and coaching to help speakers deliver world class speeches.



What EPO Needed

Training in PowerPoint and presentation techniques are the two main services at EPO.

“We needed to be able to prolong the learning, because we experience that the traditional course has a limited outcome. What we were really interested in was to create a framework around the learning so that it was available more than just on specific days” says Kenn L. Hansen, Founder and Consultant at EPO.

To become better and more convincing communicators, EPO’s customers needed a long-term outcome. “When we returned to our customers 6 months down the line, we often experienced that they hadn’t really worked with the techniques in the long term. We wanted to make the learning more memorable and give them more and better tools (such as video, exercises, and downloads) than they would get on a regular physical training day” Kenn says.



Kenn L. Hansen

has a Master’s Degree in rhetoric from Copenhagen University with a special focus on PowerPoint. As Founder of EPO, he has trained more than 5000 people since 2005 across industries and sectors.

Some might even remember Kenn from Danish Football stadiums. He was referee in the Danish Superliga for 8 years until 2015, where he ended his career on a high note with two awards for Best Referee in 2012 and 2014 as well as becoming Denmark’s highest ranked international referee in 2015.

Kenn is using this experience in his training programme and at conferences. He coaches the biggest consultancies in Denmark and has a great deal of experience in coaching top leadership in becoming better and more convincing communicators.


The Right Solution

There is an ocean of LMS solutions out there and it can get quite overwhelming. That is why Kenn started his search on LinkedIn, asking his network for help to find the right platform.

“I started trying out some competitors to Learningbank, as they delivered free solutions, but those systems wanted too many things and some of them required payment for specific features. It did not match what we were looking for.”

“After that someone from Learningbank contacted me and gave me a presentation of their learning platform, and based on that presentation we ended up choosing Learningbank” Kenn explains, and continues:

“In the beginning we did experience a few limitations, because Learningbank is using their platform for companies, who want to deliver learning to their internal staff. But after a dialog with Learningbank, we are now in a really good place and the learning platform really suits our needs at EPO”.



“I started trying out some competitors to Learningbank, as they delivered free solutions, but those systems wanted too many things and some of them required payment for specific features...”

Individual Training for Customers

When creating training, EPO looks at the time before, during, and after a training course. A few weeks before the course starts, the customers get an introduction to the learning platform, which helps activate and prepare them, and allows the customers to think and reflect upon the coming coursework.

“And then the customers are already inside the platform” Kenn says.

Between the training days, the customers get extra learning modules that emphasizes what they have worked on at the physical training.

“It effectively embeds the learning” Kenn says, and continues “furthermore, we are able to tailor the learning material to each individual customer through the platform. Maybe one customer does not have the need to get better at PowerPoint, but instead needs videos about how to use gestures or eye contact in their presentations. It is not a one-size-fits-all solution, but individualised learning for each customer.”



Extra Value for Customers and Great Return on Investment

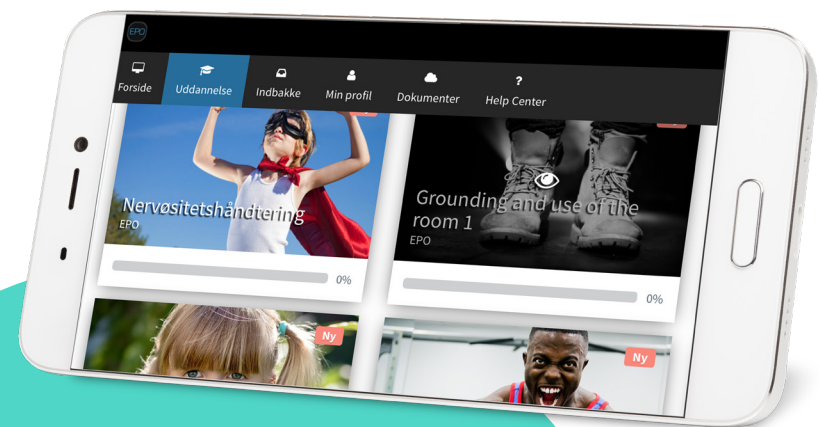
The Learningbank solution has a positive impact on multiple areas within EPO.

“First of all, I am able to upsell customers with an extended learning training course instead of only being able to offer the standard physical training. Second of all, our customers are getting better at finding extra training material in the platform this way. This is of great value for both parties” Kenn says and explains

“The learning becomes better embedded this way, and there is a big potential in self-education, because we know that people are insanely busy. When the learning is accessible through the platform, they are able to take the learning whenever it suits them”.

“The learning platform has really had a positive impact on our company commercially, as it delivers quality for our customers, and it is desirable. Besides only being able to deliver face-to-face training, we now have other learning options for our customers, and that has definitely had an impact on our professional reputation”.

“I think using the platform in this way makes a lot of sense, and I have recently recommended others to use Learningbank’s learning platform in the same way because the system has so much potential.”



Create the best learning experiences for your employees

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