eduMe

Best Practice Guide:

How to communicate your training initiatives for maximum impact

Contents

The importance of communications

75%

of what makes a campaign successful is what is done to promote it.

Campaigns launched with full communications strategies receive 2.2 times more interactions[1] than those without.

We know that low workforce engagement is costly - around $450-550 billion per year[2] - and is the key driver of high churn rates.

By creating relevant, accessible and inspiring learning content through a mobile-based platform such as eduMe, you are already on your way to boosting workforce engagement.

However, the way in which you promote your new training content is equally as important as the learning material itself. If you cannot encourage your workforce to access and consume this content, you won't be able to reap the full benefits that mobile learning has to offer.

That's why the communications that accompany your workforce training initiatives are a critical factor in determining success. No matter how great your training is, lengthy, dull, and formal communications can instantly lead to low engagement.

Clear and inspiring communications, however, help to ensure high uptake and even higher impact. This will lead to higher numbers of users accessing the training, higher numbers of completions and increased business impact across your organization.

In this guide, we'll be sharing eduMe's best practices and examples of effective communications, enabling you to achieve Workforce Success.

1 https://ideas.sideways6.com/article/s6-model/how-to-promote-your-employee-ideas-campaign
2 https://news.gallup.com/businessjournal/162953/tackle-employees-stagnating-engagement.aspx

02 # Understanding your audience

Every piece of communication, from email announcements to in-app prompts, needs to be optimized for your learner.

Creating a detailed learner profile, just as you would for your customers, is key to understanding how your training can best serve them, and what you need to do in order to keep them active and motivated.

Check out our **Ensuring Success with eduMe** playbook for guidance on creating a persona for your end users and understanding their journey with you (pg.15–16).

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Ensuring Success with eduMe:
Playbook for Launch & Ongoing Engagement

Consider:
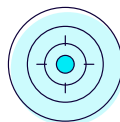
What motivates your learners?

What device do they use and which apps do they spend their time on?

What will they hope to achieve from your training?

How can you simplify processes for them?

What messaging will they respond to most?

To get a clearer understanding of your learners' behavior, make sure to continuously analyze the performance of your communications and determine where you can optimize their impact.

03 Crafting compelling communications

State the value upfront

The key to crafting impactful comms that spur your learners into action is to make it outcome-oriented.

Be direct:

? Why should they take the time to complete your training?

? What will they be able to do that was not possible before?

? What are the **benefits** to them?

Make it clear what value your training can offer them: higher earnings, saving time, completing more orders or trips, working more efficiently, improved safety and more.

TOP TIP

Emphasizing the link to **EARNINGS** is the most proven strategy to increase engagement with training content

Highlighting new tools or features that will directly benefit them and their work performance is also important. **Utilize your learner profile** to determine how the training will address their pain points, and emphasize this.

Is the training mandatory? **Then make it clear.** Set a deadline by which the training needs to be completed, and outline the consequences of not completing the training.

Still not completed your Alcohol Compliance training? Remember, failure to complete this course means you won't be able to make alcohol deliveries.

Reminder: you must complete this training by the 16th November in order to continue earning on the My Rickshaw platform.

Set expectations around time

Time is precious, especially for the deskless workforce. Set clear expectations of how long each lesson or course will take so that learners can plan accordingly.

Example:

Complete this 10 minute course to learn how to improve your customer ratings ★★★★★

Example:

Short on time? This safety lesson will take you just 3 minutes to complete.

Sharing multiple courses, or an ongoing training programme? Emphasize the benefits of **microlearning** for your learners by letting them know that your training is split into bite-sized courses that can be completed on the go, and in learners' own time.
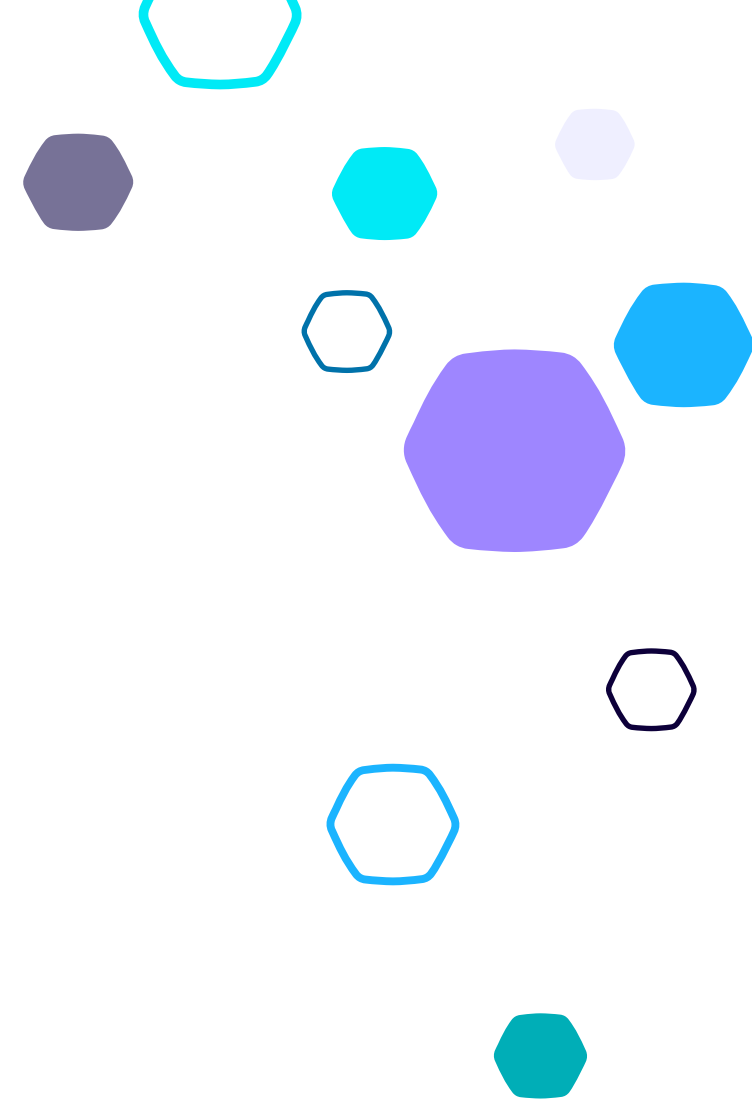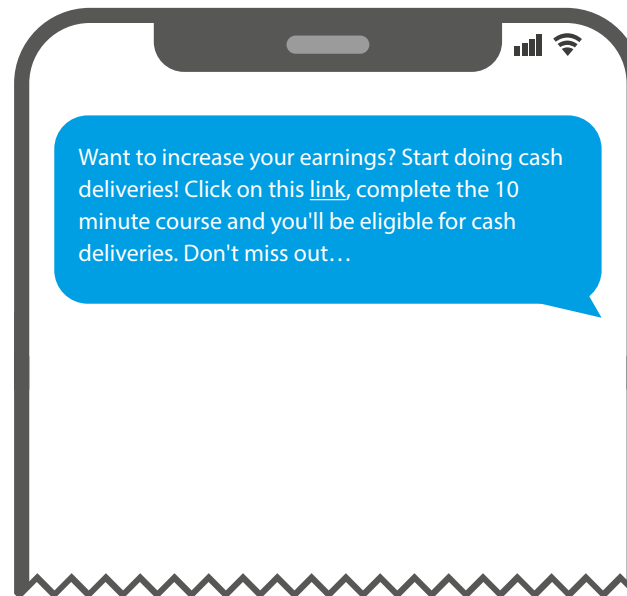
Include a clear Call to Action

Busy people don't have time to figure out next steps. Signpost a clear **Call to Action** in every communication so that learners know what you want them to do next - the easier the transition, the more likely they are to continue.

You can use a large, colored button saying 'Start Course', or you can provide a simple hyperlink within your copy.

Make sure to utilise CTAs in all your channels of communication.
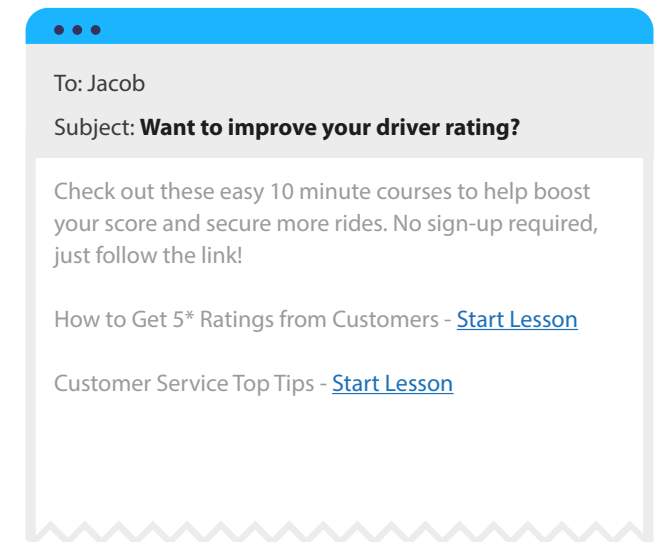
Here are some examples →

SMS EXAMPLE:

Want to increase your earnings? Start doing cash deliveries! Click on this link, complete the 10 minute course and you'll be eligible for cash deliveries. Don't miss out…

TOP TIP

If you're sharing a link via SMS, use a free link shortening tool such as **Bitly**

EMAIL EXAMPLE:

To: Jacob

Subject: **Want to improve your driver rating?**

Check out these easy 10 minute courses to help boost your score and secure more rides. No sign-up required, just follow the link!

How to Get 5* Ratings from Customers - Start Lesson

Customer Service Top Tips - Start Lesson

TOP TIP

The call to action should always include a direct link to the training material.

04

Language and tone of voice

Finding the right tone of voice for your comms is crucial to engaging your learners from the get-go.

Different audiences and topics will require different language styles, so be sure to have your learner profile in the front of your mind when drafting your communications. Another factor to consider is your brand's tone of voice - how do you want to be perceived? Training should be an extension of this.

Use a friendly, personal tone

Your communications should reflect your overall brand tone. We recommend involving your Marketing team in this process as they'll be able to provide guidance and inspiration.

We find that a conversational, friendly tone works best and helps to encourage people to take the next step of completing the training. It should feel welcoming - not intimidating - and as clear as possible, especially if your audience has limited higher education.

Example:

Guess what, [name] ? We've got a brand new lesson lined up for you all about maximizing your earnings 💸

TOP TIP

If appropriate for your branding, using emojis helps to create an informal feel and replicates the social media experience and how we might interact with friends – **this boosts engagement!**

If the training is focusing on a topic that is more sensitive in nature, e.g. a course on sexual harassment, it might be more appropriate to adopt a more serious tone. The language used can still be clear and direct, but opting for a more neutral tone of voice will help in emphasizing the importance of the topic.

Use concise, simple language

Attention spans are declining rapidly, so make sure your communications are straight to the point. Keep your messaging concise and cut out unnecessary words.
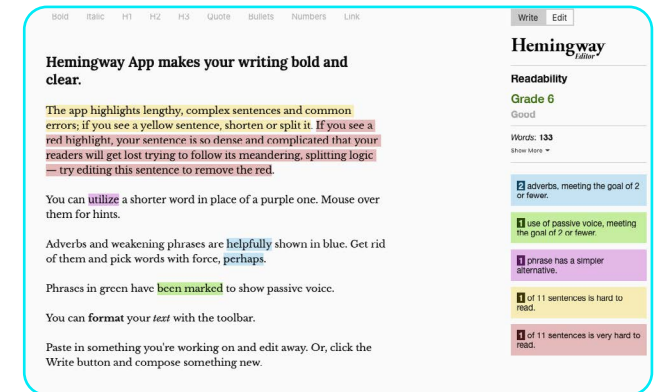
It's also important to use clear, simple language when explaining new processes or features, especially if a large percentage of your workforce are not native speakers of the language you're communicating in.

Here are some resources which might be helpful in making your communications more concise →

9 tips for writing short sentences

Hemingway editor

An excellent free tool that lets you paste your draft copy in, and gives you suggestions to improve it!

05 Dissemination

Creation is only the first part of the process. Once you've perfected your copy, the next challenge is to make sure it gets seen by the right people, at the right time.

Pick the appropriate channels to disseminate your training

There are a whole host of channels and tools out there designed to amplify your communications, but it's important to take learner behaviour into account and choose the channel that is most tailored to their needs.

Here are some of the primary options used to share training opportunities →

Email

Email is the standard format used to send out communications, allowing for direct links to training modules and longer-form content.

The risk with email communications is that they can easily get lost within a user's inbox, or end up in a spam folder. So, make sure to optimize your email send-outs by choosing a catchy subject line and the right time for your audience.

SMS

SMS has *higher open rates* than email. According to recent data[3], SMS communications have an average open rate of up to **98%**, compared to just **20%** with email campaigns. Even more impressive: **83%** of millennials open and read SMS messages within 90 seconds of receiving them.[4]

TOP TIP

Keep your SMS comms to **160 characters** max in order to achieve the most impact.

In-app

In-app communications allow for contextual training delivered at the point of need. Surfacing relevant training in your app also allows people to get straight back to earning, making the entire process as frictionless as possible.

Watch this video to see contextual training in action
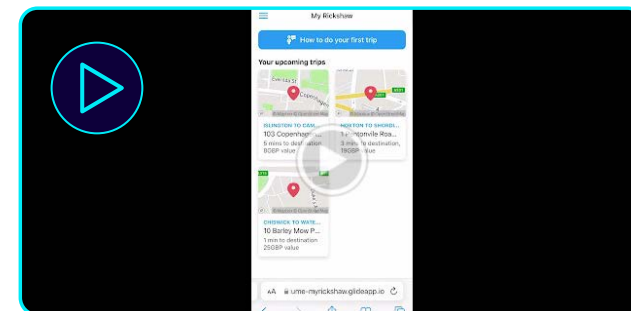
An example use case might be training on 'how to improve ratings' that is surfaced in the ratings section of the app. However, in-app comms are far less effective for campaigns targeted at inactive workers.

I.e. If your objective is to re-engage drivers who have not taken a trip in the past month, it's unlikely that an in-app message will be seen by them; use SMS or email instead.

3 https://www.crazyegg.com/blog/sms-marketing-program/

4 https://www.openmarket.com/press/text-the-preferred-channel-for-millennials-to-talk-to-brands-us-study-reveals/

Are you looking for a way to streamline your communications?

Trying to send out different messaging to different audiences can be a time-consuming process. Luckily, **eduMe** is integrated with **Braze** and **Iterable:** two innovative tools which seamlessly deliver content to improve personalization, timeliness, and engagement with learning material.

braze

◆ **ITERABLE**

Find out more about our integrations here

Utilize your senior teams

Another way to maximize the impact of your comms is to encourage involvement from your Senior Leadership Team. Ask senior leaders to explain why your organization has started using eduMe by creating a short video **like this one,** and share this through as many channels as possible.
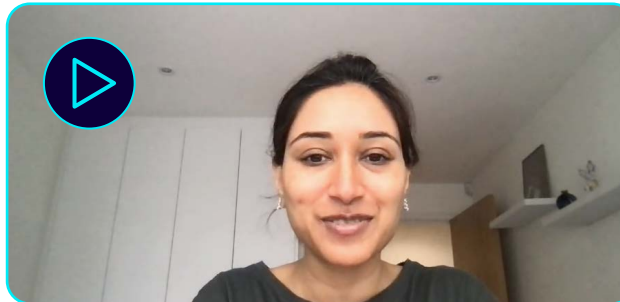
Creating video content not only boosts engagement, it also adds a personal touch to your training communications and showcases the company's investment in their people's development.
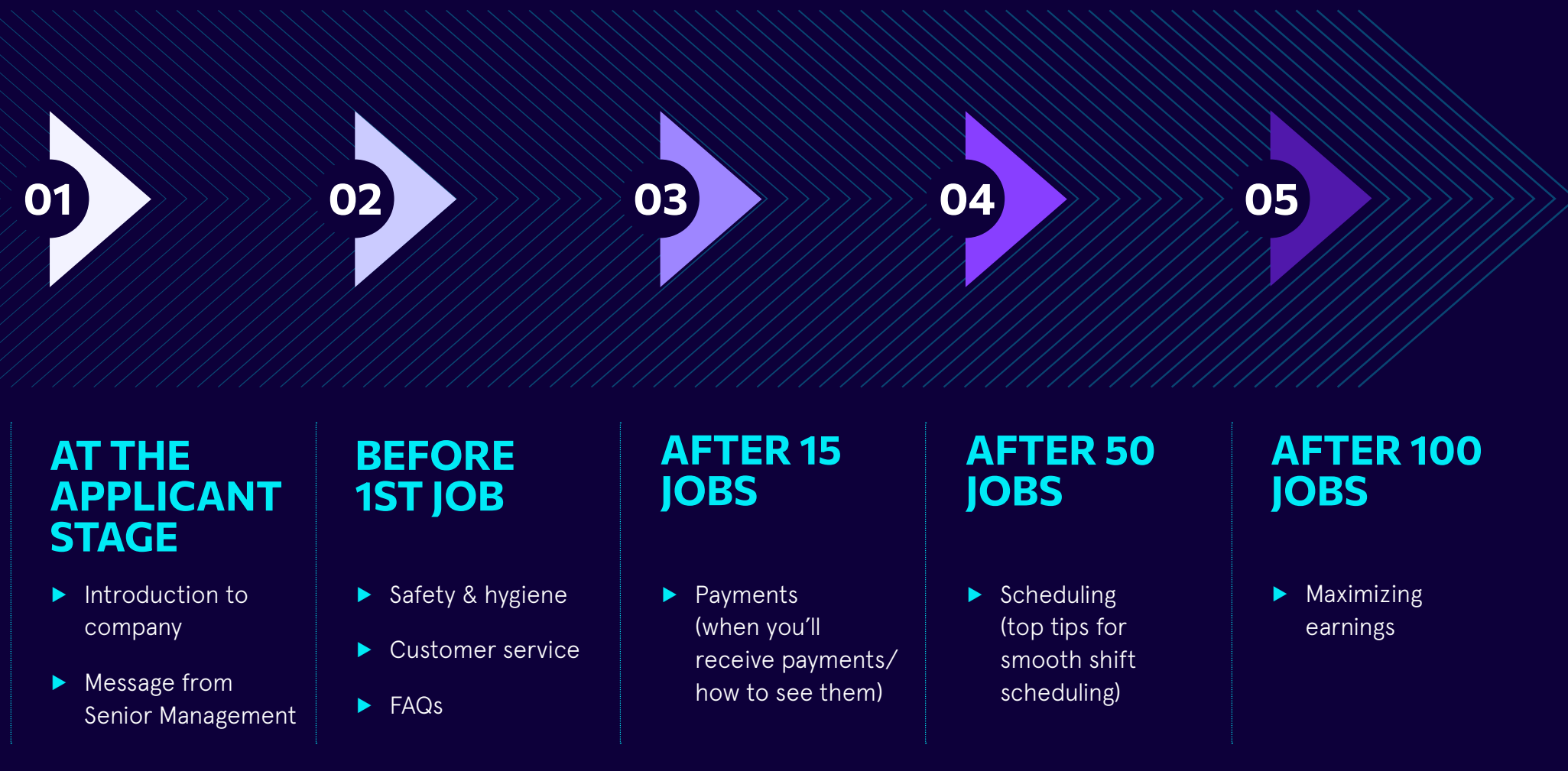
Build a continuous learning journey

It's not enough to signpost your mobile training once or twice. In order to get the most out of your learning initiative, we recommend building a continuous learning journey for your users.

What is continuous learning? It's the practice of gaining new skills, knowledge and information on an ongoing (sustained and long-term) basis.

The goal here is to encourage your learners to keep developing their skills (and improving performance!)

Here are some examples of what a
continuous learning journey might look like:

01

02

03

04

05

AT THE APPLICANT STAGE

▶ Introduction to company

▶ Message from Senior Management

BEFORE 1ST JOB

▶ Safety & hygiene

▶ Customer service

▶ FAQs

AFTER 15 JOBS

▶ Payments (when you'll receive payments/ how to see them)

AFTER 50 JOBS

▶ Scheduling (top tips for smooth shift scheduling)

AFTER 100 JOBS

▶ Maximizing earnings

As you can see from this example, each stage of the user journey is met with relevant training suggestions that can be communicated to your learners via triggered notifications.

This ensures that learners are constantly reminded of the wealth of relevant knowledge available to them, and embeds learning seamlessly into their workflow.
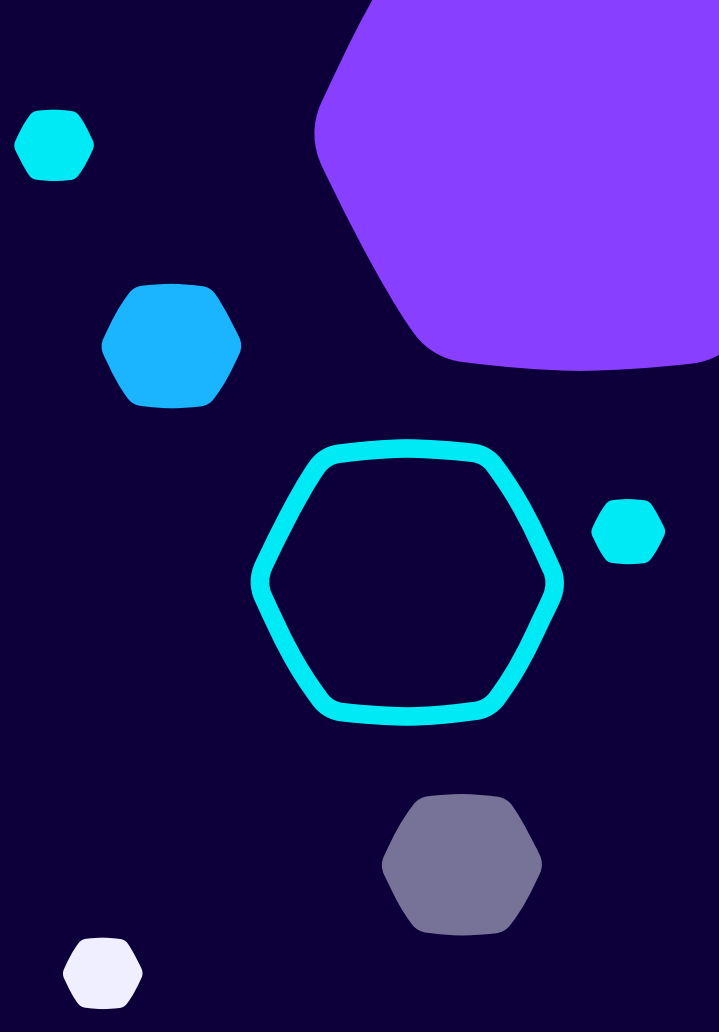
Another option when encouraging continuous learning is to create ongoing campaigns around particular training topics to ensure that your workforce is reminded of the other learning opportunities that are on offer via your platform, and not just those that are automatically suggested based on their user behaviour.

Opportunities for ongoing development is the most sought after benefit among millennial workers[5], so make sure your learners are aware of what's available to them with regular and engaging communications.

Want some more examples of continuous learning journeys?

Download our **Ensuring Success with eduMe** playbook for more guidance around performance and time-specific learning (pg.36)

Ensuring Success with eduMe:
Playbook for Launch & Ongoing Engagement

eduMe offers extensive Professional Services that result in higher ROI on your eduMe investment.

These include our Content Studio, strategic workships to translate your business goals into an online curriculum, and extensive support with the launch and ongoing success of eduMe in your organization.

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