

2019

**Q-DAY**

CONFERENCE

# A **NEW** World *of* Learning Systems



Frank OTTO

**Quidgest**

# The Project

- The customer was seeking to replace an outdated system delivering learning and training content to its employees.

## Sounds like routine



*The NEW SPRING of*  
ARTIFICIAL INTELLIGENCE *and* MODELS

**Quidgest**

# The Arena of Learning

- In your leisure time you see personalized, intuitive, user-friendly content and functionality. You just pick what you need.
- We wanted to deliver this in the workplace too.
- Painfully low engagement scores are symptomatic of ignoring this crucial element.



*The NEW SPRING of*  
**ARTIFICIAL INTELLIGENCE *and* MODELS**

**Quidgest**

# Why Quidgest with Genio

- A future-proofed, flexible tech solution is crucial when considering long-term value.
- While it's important to think about the look and feel of a digital product, it's more important to choose a flexible solution that can keep pace with the ever-changing rhythms of business and learner needs.

## Standard is no option

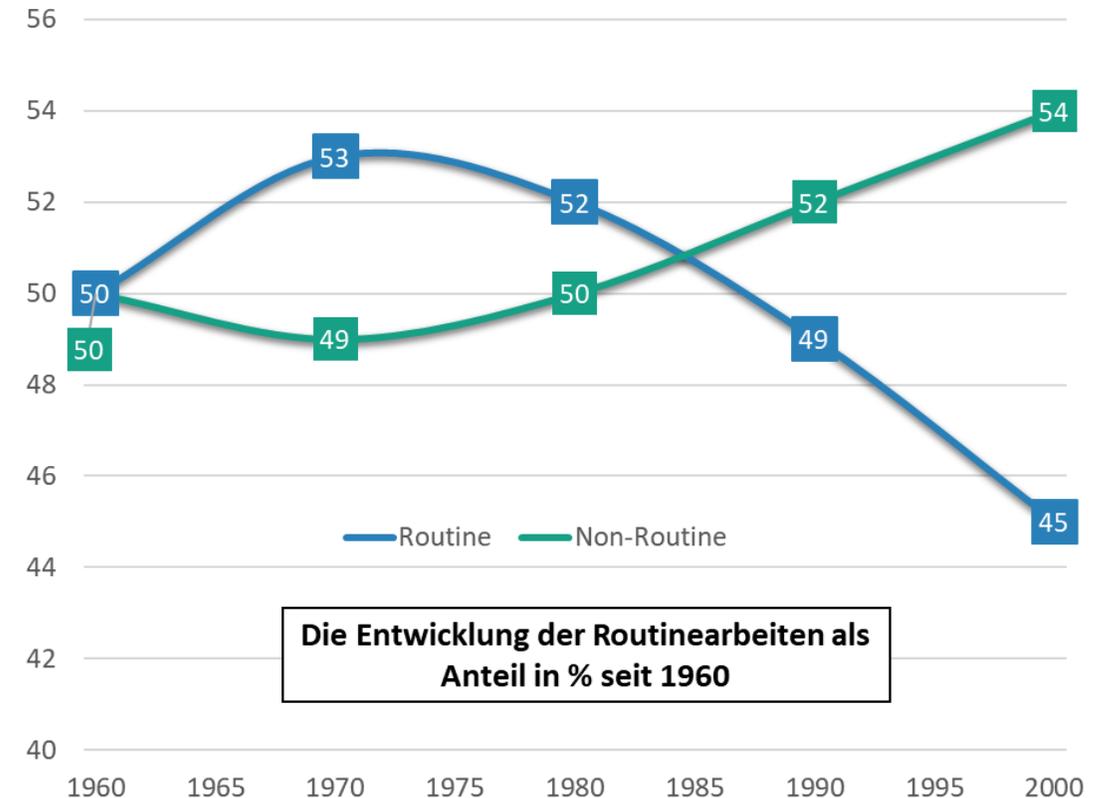


*The NEW SPRING of*  
ARTIFICIAL INTELLIGENCE *and* MODELS

**Quidgest**

# Digitization supports increased granularization

- Pace of technological change
- Half-life of facts and knowledge is decreasing
- Content curation replaces content creation
- Relevance is defined by the learner



Benko & Anderson, The Corporate Lattice



2019  
**Q-DAY**  
CONFERENCE

The **NEW SPRING** of  
ARTIFICIAL INTELLIGENCE *and* MODELS

**Quidgest**

# LEP – Learning Experience Platform

- Project launch was in March 2018.
- Prototype available within a month.
- By the end of September we had a version on which Editors were creating content. Content created with the prototype can still be used. Functionality in September included first additional requirements.

**Customer never experienced an IT-project  
being on time**



*The NEW SPRING of*  
**ARTIFICIAL INTELLIGENCE and MODELS**

**Quidgest**

# A Glimpse

The screenshot displays a web interface for CRM-T content management. At the top, there are search filters for 'Bereich' (set to CRM-T), 'Inhalte' (with a dropdown menu open showing options like 'Aktivitäten', 'Anspruchpartnermanagement', 'Auskunft', 'Kundenkontaktmanagement', 'Kundenmanagement', 'Oberfläche und Navigation', and 'Ordermanagement'), and 'Thema'. Below the filters, a grid of video thumbnails is shown. Each thumbnail includes a star rating, a duration of 00:00, and a title. A 'MEHR ERGEBNISSE ANZEIGEN' link is visible between the two rows of thumbnails.

**CRM-T Aktivitäten / 6 von 8**

- Aktivität am Kundenkontakt anlegen (Klickanleitung (GK, PK, KMU))
- Aktivität anlegen (View Aktivitäten) (Klickanleitung (PK))
- Aktivität einem Kundenkontakt zuweisen (Klickanleitung (PK, GK))
- Aktivität einem neuen Kundenkontakt zuweisen (Klickanleitung (PK, GK))
- Aktivität Nacharbeit notwendig anlegen (Klickanleitung (PK))

**CRM-T Ansprechpartnermanagement / 6 von 45**

- Agenda (Inhaltsübersicht (GK / PK))
- Allgemeines (Training (PK))
- Allgemeines - WORKSHOP (Training (PK))
- Änderung der Ansprechpartnerdetails (Übung (PK))
- Anspruchspartner (Training (PK))



2019  
**Q-DAY**  
CONFERENCE

The **NEW SPRING** of  
ARTIFICIAL INTELLIGENCE *and* MODELS

**Quidgest**



# Tech Talk - Flexibility

- Working with Genio has given a huge flexibility to the project.
- All IT-projects are moving targets. But if you don't integrate feedback immediately, any solution will stay a lame duck.
- Fast delivery of feedback combined with a strategical view on the next steps supports a productive and stable relationship with the customer.

## People love the solution



*The* **NEW SPRING** *of*  
ARTIFICIAL INTELLIGENCE *and* MODELS

**Quidgest**



# Personal Remark - Consultative Partnership

- Throughout all of those processes, I really value how we collaborate.
- Our meetings are real working and problem solving sessions.
- The Quidgest team truly gets involved in finding the best and most sustainable way for all aspects....



*The NEW SPRING of*  
ARTIFICIAL INTELLIGENCE *and* MODELS

**Quidgest**

# Obrigado – Danke schön!

frank.otto@i-cem.de



*The NEW SPRING of*  
ARTIFICIAL INTELLIGENCE *and* MODELS

**Quidgest**