

# VYOND



## VODAFONE [ telecommunications ]

Vodafone's global process governance team uses Vyond to enhance their online learning for processes and systems that support their workforce. They rely on video to make this learning fun and engaging while driving better overall retention.

### SUMMARY of SUCCESS

- Engaging employees and driving user adoption with short, relevant videos highlighting policy and process changes
- Easy, simple production of high quality products for global employee awareness
- Humorous characters like "Control Carol" and "Simple Simon" increase employee engagement, as well as learning and retention of internal processes
- Process overview videos help global users to understand their responsibilities and where to go for support

## THE CHALLENGE

### **Background**

Vodafone is one of the world's largest telecommunications companies. The company has mobile operations in 26 countries, partners with mobile networks in 49 more, and fixed broadband operations in 17 markets. To serve its 470 million mobile customers and 14.3 million fixed broadband customers, Vodafone employs more than 107,000 people around the world. With an employee population this size, getting everyone on the same page with company policies and processes can be a challenge.

Vodafone operates one global SAP system for internal finance, supply chain & HR processes. The global process governance team is responsible for providing online learning for these processes and systems, which support employees both in local markets and in the large finance & supply chain shared service centers in Hungary, India & Luxembourg.

This team was faced with the challenge of educating users about these back office processes and policies in an engaging way

such that they would know what to do and where to get further information. Vodafone, like many businesses, aims to 'get it right first time' so employee education is vital.

The challenge: How to convey the information in an interesting, fun way that employees would engage with and retain.

"The feedback we received from our employees was that our learning was dull. We generally used PowerPoint, PDFs, and Word, so people were bored before they even started," recalls learning developer Nora Salamon-Toth. "They've had enough of PowerPoint."

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## THE SOLUTION

The Vodafone process governance team realized that their learning materials needed to be more engaging while still communicating key information about internal processes and policies. One obvious solution was video, which can take multiple PowerPoint slides and effectively convey the same complex message in seconds. But video can also be expensive to produce, which was one of the reasons Vodafone turned to Vyond.

“If you ask an agency to produce a video for you, it could cost a fortune,” says Nora. “By creating our own animated videos, we can prepare high-quality videos without any extra spend.” After reviewing two or three different animated video tools, Vodafone settled on Vyond in 2015, purchasing a GoTeam subscription. They export their Vyond MP4 videos onto Voda-fone Tube, an internal YouTube-like channel and link to their learning platform to build interactive online courses.

“We liked the number and variety of business-related scenes in [Vyond],” Nora says. “It’s

also so easy to use, which was one of the main reasons we selected it. It was obvious that [Vyond] was the best on the market.”

## THE RESULTS

One of Nora’s first tasks when she joined the company was to use Vyond to create a video of herself and her first week at Vodafone. Despite having no experience with video editing software, much less Vyond, she says it took only two or three days to learn the application and produce her video.

“It was so much fun,” she says of her experience. “I really enjoyed using [Vyond] and felt confident enough to record my own voice and add different types of music. When my video was sent out to introduce me to the team, everyone loved it.”

One of the highlights of Nora’s Vyond experience so far has been using the software to produce animated videos for the Annual Vodafone Finance Leadership conference. One of the strategies the team used to make the conference presentation more interesting was to produce animated versions of the executives. “It was fantastic because we had avatars of all our executives in the videos,” she says. “They even sent me recordings of their voices to add in. We have so many options for how we can develop characters, and [Vyond] even made us a kilt to use for one of our executives who is Scottish.

Today, Vodafone uses Vyond to create 2D character and whiteboard animations explaining new systems, processes, and programs that employees need to learn. “The videos should be no more than three minutes because people lose interest if it’s any longer,” Nora says.

So far, feedback about the animated videos has been extremely positive. Especially popular are two animated characters the team has built in Vyond’s custom character creator as a tactic to reinforce learning: “Control Carol” highlights the importance of controls in the finance processing, while “Simple Simon” promotes how easy the core processes are to use to all global employees – especially for such tasks as travel and expenses and purchasing. Both characters are globally recognized now and used in the Vodafone internal communication campaigns.

“They’re both popular because they’re not perfect,” explains Nora. “They’re one of us. They like their jobs, but they also have to face challenges. In the videos, they’re asked to perform a task, and while at the beginning they don’t really know what to do, by the end they’ve learned to complete their tasks perfectly.”

This behavior reinforces recent research that confirms character-driven stories with emotional content result in better understanding and recall, while interactive characters make users’ “social interactions” with computers more familiar, comfortable, and successful.

“The biggest reason I’d recommend [Vyond] is it’s user-friendliness,” Nora says. “It’s so easy to use and so flexible. And if you can’t find the image you want, you can upload it!”

“What is very important is that the company itself is flexible as well,” she continues. “They listen to people, and the responsiveness of their customer care is outstanding.”



*Stories built around characters, like Control Carol, result in better understanding and recall.*