

Solution Provider Profile

CrossKnowledge

August 2024



Company At-a-Glance	
Name of Product/Offered	CrossKnowledge Learning Suite
Headquarters	Suresnes, France
Year Founded	2000
Geographic Coverage	Worldwide
Industries	All industries
Website	https://www.crossknowledge.com

CrossKnowledge Overview and Value Proposition

[CrossKnowledge](#) partners with you to design and deploy enterprise learning that will actually encourage better behaviors in your company and meet your boss' expectations. They have been specialists in blended learning experiences since 2000, and know what works to make sure your people develop the skills they need right now. They focus not only on short-term changes but also on long-term, sustainable improvements that have a real impact on the bottom line. Of course, all of it is tailored to your specific needs, culture and values thanks to a solid relationship built on a great understanding of your challenges.

CrossKnowledge's programs and experiences fully integrate into your ecosystem thanks to a collection of APIs, connectors and customization capabilities (including localization and branding). They also allow you to deploy your programs at any scale, from highly specific programs limited to a single team to global programs with local adaptations reaching thousands of learners at once. With CrossKnowledge, you will be able to meet your key talents where they are for the highest impact.

How do they do it? By combining quality content, proven technology, expert services, and extensive measurement and analysis capabilities.

Quality Content

Bring world-class expertise to your organization with cutting-edge thought leadership from [CrossKnowledge's faculty](#) of recognized experts in the most relevant topics for the

development of human and leadership skills. Benefit from Thinkers50 leaders shaping tomorrow's organizations, best-selling authors sharing their professional and practical advice, and professors from the world's top universities and business schools at the service of your organization's transformation.

Answer your training needs with engaging skill-building activities in a variety of formats:

- Shorter content, delivering bursts of knowledge
- [Mid-length and much more interactive formats](#) pushing learners to take an active role in their training through progress assessments, assignments and self-reflection
- [Longer programs delivered in highly collaborative cohorts](#) focused on actual practice of their new skills through use cases and role-play

Proven Technology

CrossKnowledge has built its solutions on a robust tech stack to deliver captivating experiences, from self-paced to collaborative learning or blending both. Made to integrate with your ecosystem, allowing for great flexibility in delivery, while still ensuring the scalability of your learning initiatives, they offer:

- [Academies](#) built around short-form content and self-discovery
- [Interactive and personalized experiences](#) designed to improve collaboration and team performance
- The right tools to design and [deliver blended programs to cohorts](#) in a consistent manner throughout your organization
- A platform to deliver training at scale and align your employees with your values and vision

Go even further by building your own content and programs, built on the expertise inside of your organization, with CrossKnowledge's blended program-building capabilities, and their [authoring partner, Elucidat](#).

CrossKnowledge's [integration capabilities](#) allow you to access all of these as well as content from third-party providers directly through their platform – the [CrossKnowledge Learning Suite \(CKLS\)](#) – or through your existing systems seamlessly.

Expert Services

Choosing CrossKnowledge means getting access to [a team of experts](#) in Learning Design and Facilitation, Learner Marketing, Integration, Project Management and Learning Technology to help you:

- Build industry-leading training programs powered by the latest pedagogy for professional upskilling

- Manage their quick deployment, including integration with your systems when necessary
- Increase awareness and engagement through creative and attention-grabbing learner marketing

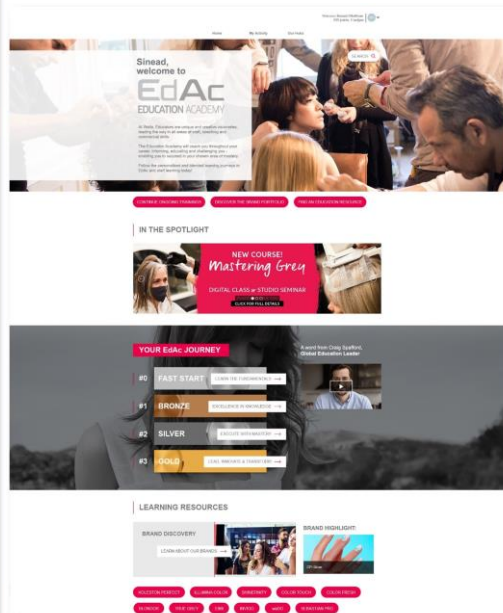
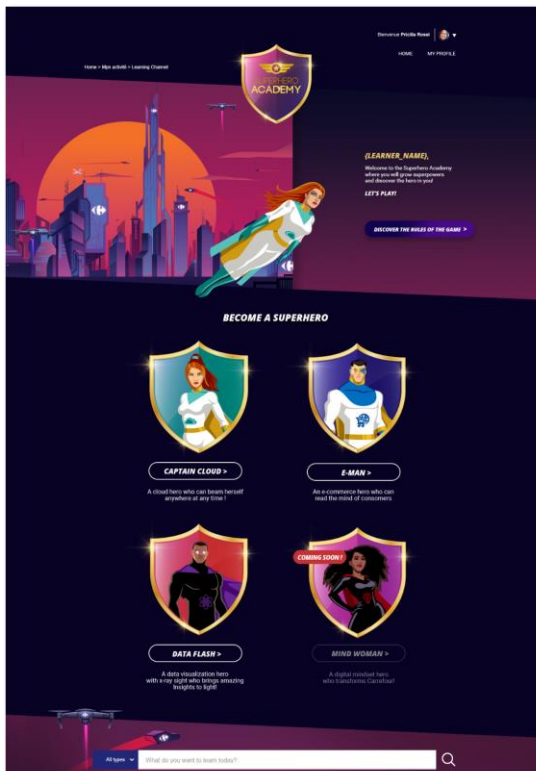
With a 95% active user rate, and an average completion rate of 71% (including non-mandatory programs), CrossKnowledge has been positioned as the blended learning pioneer since 2000 combining expertise and technology.

Impact Measurement and Continuous Improvement:

With the [wide range of visualizations and reports](#) made available in the CKLS, you will have an overview of your training's performance at a glance that's easily shared with your key stakeholders. CrossKnowledge's reporting solutions combine simplicity, to ensure your teams are all empowered to collect actionable insights, and granularity, to dig as deep as necessary into the data and understand the underlying causes of your results. You will be fully equipped to confidently demonstrate the impact of your initiatives and enter a virtuous cycle of continuous improvement.

Screenshots

Customized Academies for Optimal Learner Engagement and Consistent Upskilling:



All screenshots provided by CrossKnowledge

Blended Experience — Example Program:

The screenshot shows a course page with a teal header and a sidebar on the left. The main content area is titled 'Course overview: Ensure Seamless Collaboration at a Distance'. It features a central illustration of a person at a computer with a globe and communication icons. To the right of the illustration is a text block and a list of three levels: 1. Contribute to collaboration, 2. Handle conflicts, 3. Network and socialize. Below the list is a paragraph about the course guide Lisette Sutherland. A teal button labeled 'YOUR BIGGEST ISSUE >' is at the bottom right.

Reporting Interface — Example Dashboard:

The screenshot shows a reporting dashboard for CrossKnowledge. The top navigation bar includes 'Design & Administrate', 'Analyze Activity & Reporting', and 'Set up Configuration & Integration'. The main content area is titled 'Overview' and 'LEARNERS'. It displays several key metrics and charts:

- Accounts:** 5,355
- Enabled accounts:** 2,339
- Connected learners:** 1,040
- Active learners:** 598
- Time spent (h):** 934
- Average time spent (h):** 1.56

Below the metrics are four line charts showing trends over time for 'Connected learners', 'Active learners', 'Connected on > 1 day', and 'Learners with activity on > 1 day'. At the bottom, there is a 'LEARNING MATERIALS' section with metrics for 'Blended' (405), 'Blended with activity' (378), 'Learning Channels' (75), 'Learning Channels with activity' (41), 'Learning Resources' (18,130), and 'Learning Resources with activity' (2,341). There are also two tables for 'Top 5 training courses by time spent (h)' and 'Top 5 learning resources by number of learners'.

Analysis by Brandon Hall Group™

Situational Analysis

The Learning Management System (LMS) market continues to undergo rapid transformation with the emergence of new technologies and capabilities, the competitive rise and fall of vendor offerings, mergers and acquisitions, and the ongoing drive by most providers to expand their offerings to reach more of the market. With an active LMS company roster of more than 1,000 vendors, by some counts, learning organizations find technology purchasing decisions more confusing than ever. Adding to the confusion are newer, sometimes overlapping categories of LMS-adjacent platforms such as Learner Experience Platforms (LXP), Learning Record Stores (LRS) and Learning Operations Platforms (LOPs).

Challenges to the Business

The very nature of how learning takes place in the workplace has shifted dramatically and that evolution shows no sign of slowing down. The emergence of AI has opened endless possibilities for Learning and Development professionals. Integral to that is the relentless push to personalization and individualized experience and control while still being able to guarantee compliance and progress, and you have a far more nuanced “training program” than ever before. Where once you had an LMS and an authoring tool, you now have a learning technology stack that could easily rival the most robust and complex business infrastructures.

Implications for the Business

Learning teams must now be able to maintain their expertise in workplace learning as well as become technology architects and specialists. They must also be skilled customer success professionals and be able to bring together the needs and wants of various stakeholder groups to offer solutions that drive success for the individual employee and the business. They must be able to clearly articulate what they need from their LMS provider and translate that into a seamless and easy learner experience to deliver improved performance across the enterprise.

Questions to be Answered by the Business

- Do we have well-defined use cases for our LMS solution?
- Do we know what capabilities are the requirements for the system, including AI?
- Are we able to provide the quality of learner experience we want with our current tools?
- Are we able to provide users in multiple roles (learner, administrator, instructor, manager) the tools they need?
- Can we tell the story using the data we are generating in the system?
- Are we able to keep up with the pace of change in our business?

CrossKnowledge as the Answer

A Comprehensive Analysis for Enterprise Learning

CrossKnowledge establishes itself as a leader in this space, delivering transformative learning experiences for workforces.

Feature Set and Advantages

- **Content Depth:** CrossKnowledge has a curated library of digital content for in-demand human and leadership skills, meticulously crafted in collaboration with renowned subject-matter experts. This emphasis on high-quality, pre-vetted content stands out from competitors who may require companies to build content libraries from scratch.
- **Blended Learning Approach:** CrossKnowledge facilitates a well-rounded approach by combining online learning with instructor-led elements and offline activities. This caters to diverse learning preferences and ensures knowledge application beyond theory.
- **AI-Driven Personalization:** The platform is being developed to leverage a powerful combination of human and artificial intelligence to personalize the learning experience for each user. This can encompass tailoring learning paths, recommending relevant courses and adapting content delivery based on individual learning styles and progress. Brandon Hall Group™ emphasizes the growing significance of personalization in learning and development, which will make CrossKnowledge's upcoming AI-powered features a compelling differentiator.

Additional Capabilities for Streamlined Learning Management

- **Mobile Accessibility:** Learners can access courses and materials anytime, anywhere using the mobile application, fostering continuous learning beyond the confines of a traditional work environment.
- **Course Authoring Tools:** The platform empowers users to create and publish their own courses and content, fostering knowledge sharing and internal expertise development.
- **Learning Path Creation:** Design personalized learning journeys for individuals or teams based on specific skills gaps or development goals.
- **Gamification:** Motivate learners and increase engagement through game-based elements such as points, badges, and leaderboards, promoting a more enjoyable learning experience.
- **Progress Tracking and Analytics:** Monitor learner progress in real-time, measure learning outcomes through assessments and reports, and identify areas for improvement to optimize training effectiveness.
- **SCORM Compliance:** Integrate existing SCORM-compliant eLearning content into the platform, protecting your investment in past learning materials and ensuring a comprehensive learning ecosystem.

Potential Benefits Aligned with Brandon Hall Group™ Research

- **Enhanced Learner Engagement:** CrossKnowledge's focus on personalization, blended learning and gamification aligns with Brandon Hall Group's emphasis on fostering learner engagement, a key factor in effective learning and development programs. High engagement translates to better knowledge retention, skill development and application on the job.
- **Upskilled Workforce Development:** By providing high-quality content, personalized learning paths, and the ability to create custom content, CrossKnowledge can address a critical need identified by Brandon Hall Group™: equipping employees with the skills they need to thrive in today's dynamic workplace. This can lead to a more skilled and adaptable workforce, prepared to tackle emerging challenges.
- **Improved Business Performance:** By improving employee skills and knowledge, CrossKnowledge can contribute to improved business performance, a top priority for L&D professionals according to Brandon Hall Group™ research. A more skilled workforce can lead to greater innovation, efficiency, and problem-solving capabilities within the organization.

Brandon Hall Group™ research highlights the growing importance of features like:

- **Microlearning:** Delivering bite-sized content modules for improved knowledge retention on busy schedules. CrossKnowledge offers microlearning modules within their courses, but it's not explicitly advertised as a core feature.
- **Adaptive Learning:** Adjusting the learning path in real-time based on a user's performance. While CrossKnowledge uses AI for personalization, it may not offer the same level of adaptability as some advanced LMS solutions.

A well-positioned company, CrossKnowledge offers a unique blend of features, high-quality content and AI-powered personalization. Businesses seeking to improve learner engagement, develop critical skills and boost overall performance should strongly consider CrossKnowledge.

- Michael Rochelle, Chief Strategy Officer and Principal Analyst, Brandon Hall Group™

Contribution Team:

Claude Werder, Mike Cooke, Rachel Cooke, Pat Fitzgerald

About Brandon Hall Group™

With more than 10,000 clients globally and more than 30 years of delivering world-class research and advisory services, Brandon Hall Group™ is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

Professional Certifications

Self-paced certification programs. Virtual group sessions for companies. In-person conferences and summits.

Membership

Individual and Enterprise Membership options: Includes research assets, advisory support, a client success plan and more.

SOME WAYS WE CAN HELP

Excellence Awards

Three annual programs recognize the best organizations that have successfully deployed programs to achieve measurable results.

Advisory Offerings

Custom research projects, including surveys, focus group interviews and organizational needs assessments for transformation, technology selection and strategy.

ENTERPRISE EXCELLENCE CERTIFICATION PROGRAM

Recognizes the best HCM programs that transform their organization and achieves breakthrough results. This designation is a step above the HCM Excellence Awards® which focuses on one program within a company. Enterprise Excellence is a hybrid of award winners who are also members.

SMARTCHOICE® PREFERRED PROVIDER PROGRAM

Uniquely places HCM service and technology companies at the top of organizations' consideration list of vendors. It adds an unmatched level of credibility based on BHG's thirty-plus years of experience in evaluating and selecting the best solution providers for leading organizations around the world.

AGENCY! BY BRANDON HALL GROUP™

Provides comprehensive marketing solutions for human capital management solution providers. We offer strategic services to establish a strong foundation for your marketing efforts.