

Solution Provider Profile

El Design Pvt Ltd

April 2022



Company At-a-Glance	
Name of Product/Offered	Learning and Performance Support Solutions Provider
Headquarters	Bangalore, India
Year Founded	2002
Geographic Coverage	Global – 24+ countries. Presence is spread across the US, Europe and Asia. El Design has a limited focus in India.
Industries	<ul style="list-style-type: none"> Airlines, Aviation and Aerospace Automotive Sector Banking, Financial Services and Insurance Healthcare, Medical Devices and Pharmaceuticals Information Technology and Computer Software Manufacturing and Logistics Management Consulting Media and Entertainment Retail and Consumer Goods Beverage and Tobacco Universities and Continuing Education Government Agencies and Nonprofits
Website	www.eidesign.net

EI Design Solution Overview and Value Proposition — Tying Training to Performance Gain and Business Results

As a learning experience design company, EI Design partners with its customers in their Digital Transformation journey. They have two decades of experience in designing Learning and Performance Support Solutions that drive performance gain and maximize training ROI.

EI Design delivers high-impact learning solutions that offer a high engagement quotient, drive employee performance and deliver high ROI for the learner, business and organization.

EI Design's virtual and self-paced online trainings offer the "triad of value" to its customers by creating "sticky" learning experiences that maximize learning depth and length of retention, enabling effective application on the job and lastly, driving change in thinking and behavioral change.

With a rich 20 years of experience delivering transformational learning experiences, EI Design has enhanced its portfolio to offer Learning and Performance Consulting services. This marks EI Design's transition from being a successful learning strategy and solutions company to becoming a knowledge leader and a learning experience strategic consultant. They have won more than 50 global awards and rankings across the spectrum of analyst firms and publications.

Focus on Creating Value for Both Learners and Business

With a rapidly changing learning landscape, the online training design and delivery need to match the way modern learners want to learn. EI Design partners with L&D teams as they realign their current strategies to meet this mandate with solutions that:

- Match modern learner needs
- Meet the business expectations
- Create high ROI

EI Design's Solutions Portfolio

EI Design's comprehensive portfolio of services is not limited to formal training alone but will enable organizations to drive employee performance and bring in behavioral change.

EI Design covers the entire spectrum of corporate training needs, including Compliance Training, Induction and Onboarding, Leadership Training, Sales and Sales Enablement Training, DE&I Training, Business Sustainability Training, Competency Training, Application Simulations Training, Soft Skills Training, Product Training, Professional Skills Training and Continued Education.

They have serviced customers from more than 26 industry verticals, including Aviation, Healthcare, BFSI and Management Consulting.

EI Design's Solutions portfolio includes the following services and strategies:

Training Delivery

- Mobile Learning
- Microlearning
- Virtual Training
- Mobile Apps
- Personalized Learning
- Localization
- eLearning Accessibility Considerations

Immersive Learning

- Gamification
- Scenario-Based Learning
- Video-Based Learning
- Story-Based Learning
- Branching Simulations
- Virtual Reality/Augmented Reality/Metaverse
- Next-Gen Strategies

Continuous Learning

- Performance Support Tools
- Informal Learning
- Social Learning
- Self-Directed Learning
- Content Curation

Learning Technology

- LXP Expertise
- LMS Expertise
- Learning Portals
- VR Framework
- Interactive Video Framework
- Rapid eLearning
- Flash-to-HTML5 Migration
- Authoring Tools Expertise

Training Strategies

- Diversity, Equity and Inclusion Training
- Sustainability Training
- Compliance Training
- Induction and Onboarding
- Leadership Training
- Sales Training
- Application Simulations Training
- Product Training
- Soft Skills Training
- Competency Training
- Professional Skills Training

L&D Advisory Services

- Optimal Virtual Training Transformation — Content Development to Content Delivery
- Redesigning Existing Content into Next-Gen Formats — to Drive Results
- Redesigning Content for LXPs

L&D Consulting Services – Training Impact and ROI

- Ascertaining Training Impact Through its Unique Framework
 - Training Needs Analysis (TNA) and Learner Needs Analysis (LNA)
 - L&D Metrics and Business Metrics Identification
 - Measurement of Impact on Learners and the Business
- ROI Determination

What Sets EI Design Apart?

A high talent retention rate (with one of the lowest attrition rates in the industry) as well as an enviable customer retention rate (nearly 90%) is a testament to EI Design's investment to always create long-term associations — with its team members and its customers.

Here are other items that reflect EI Design's value proposition and its brand promise:

- Awards and global recognition for their portfolio of offerings and their **methodology to measure training effectiveness and impact.**
- **Coverage across the US, Europe, Middle East and ROW** — reflects their business conduct and long-term partnerships.
- Mature online framework for **Engagement and Collaboration** across time zones — sound practices aligned for distributed development.
- **Agile, flexible and committed team** — poised for success and aligned to their clients' visions.
- Comprehensive portfolio of offerings — **Content Design and Implementation Services, L&D Advisory and Consulting Services.**
- Unique **Predictive Learnability Framework** that creates highly effective trainings leading to performance gain.
- Learning journeys based on their **Learning and Performance Support Ecosystem** to offer the **triad of value**:
 - High-impact solutions for the learners
 - Positive impact on KPIs for the business
 - Positive ROI for the organization
- Unique **Training Effectiveness and Impact Evaluation Framework.**

For most of EI Design's customers, the company is more than just a vendor. EI Design has been their long-term strategic partner and they have been engaging with the company for nearly two

decades. Organizations have reasons to see the value in EI Design and its adherence to processes, the flexibility it offers them, the trust it inspires in them, the team they get to work with, the innovation focus they see in EI Design and more.

- **Collaboration and Communication for Distributed Development across Time Zones** — EI Design is the only organization in this space to leverage a completely automated core for the project management platform (eBridge) that integrates its team with globally spread-out customer teams. Designed to deliver with high efficiency, this is one of the most successful collaboration frameworks in the eLearning space intended for distributed development — across geographies and time zones. Furthermore, EI Design leverages Basecamp for communication, project highlights and updates, therefore decluttering the inbox.
- **Development Methodology** — EI Design uses an adaptation of the standard ADDIE model called CRAFT — with an Agile and Iterative practice overlay — designed for high efficiency and quality.
- **Development Model** — EI Design’s development model is optimized for 100% remote operations. The flexibility and accessibility of EI Design’s teams provide an onshore experience — from a distance.
- **Ongoing Investment in Research, Exploration and Innovation** — EI Design is not resting on its laurels. Instead, to sustain its differentiator and be continuously aligned with the changing learning landscape, EI Design has a strong focus on research, exploration and innovation.

L&D Advisory and Consulting Services

Improving employee performance is an ongoing effort in every organization. EI Design has spent nearly two decades working with customers to ensure that their investments in training deliver business results.

This experience puts EI Design in a unique position to design and execute a learning strategy that is tied to an organization's business objectives and based on its organizational culture, demographics and preparedness. More importantly, this experience has taught EI Design what works and what does not — allowing it to guarantee success.

L&D Advisory Services

Virtual Training Transformation

Most organizations are migrating from Instructor-Led Training (ILT) to Virtual Training. EI Design offers consulting services to create high-impact Virtual Training strategies. This comes with additional caveats for implementation, assessing the training effectiveness and impact, and upskilling an organization's trainers to handle the ILT to VILT or blended approach. Highlights of EI Design's portfolio are:

- Prior to the roll-out, EI Design will assist an organization in change management and accelerating the virtual training adoption.
- EI Design helps an organization embark on its Virtual Training Transformation by evaluating the organization's delivery options and guiding the company in selecting the right one (VILT, blended or online).
- EI Design helps organizations mitigate the challenge of engaging remote learners by incorporating tips, strategies and best practices that will definitely make a difference in an organization's learning strategy.
- EI Design helps organizations strategize how to future-proof their training through its Learning Performance Ecosystem-based approach.
- EI Design's extended learning journeys bridge the gap between training and its application on the job. They leverage a rating system to provide focused feedback and drive continuous improvement.

Impact of EI Design's Virtual Trainings — Creating a Triad of Value for Customers

EI Design is driven by its focus on creating virtual trainings that generate the triad of value by:

- Creating “sticky” learning experiences that maximize learning depth and length of retention
- Enabling effective application on the job
- Driving behavioral change

Technology Migration and Redesigning Content to Next-Gen Formats

Trying to be technologically current is a constantly moving target. With its deep understanding of technology and upcoming trends, EI Design can help organizations navigate technology transitions while minimizing investments.

This dynamic portfolio currently includes services such as creating LXP-like experiences on traditional/legacy LMS platforms, using Learner Analytics and Flash-to-HTML5 Migration — not just a technology uplift, but a redesign with immersive strategies.

L&D Consulting Services — Training Impact and ROI

Employee training is an expensive and strategic investment. The returns on this investment need to be measured — but that is easier said than done. EI Design has a comprehensive framework for helping organizations “future-proof” their learning. From strategy to development to delivery to measurement, they work with customers step-by-step to ensure they create engaging learning environments that have a real, demonstrable impact on the business.

- Using its proprietary methodology, EI Design helps organizations quantitatively evaluate the effectiveness of their corporate learning initiatives through their unique framework:
 - Training Needs Analysis (TNA) and Learner Needs Analysis (LNA)
 - L&D Metrics and Business Metrics Identification
 - Measurement of Impact on Learners and the Business
- Additionally, EI Design will help organizations ascertain the impact on business KPIs and determine the ROI

Frameworks and Models — Focus on Training Effectiveness and Its Impact

EI Design uses an **integrated approach** (to match the training needs of the business and learners) that begins during the Training Needs Analysis (**TNA**) phase. They augment this stage with the Learner Needs Analysis (**LNA**) phase. It **successively builds up** to the determination of the training's impact on the learners and business. They leverage **best practices to deliver and measure the impact of training**.

They use a combination of two frameworks to deliver effective and high-impact training:

- **Learning and Performance Ecosystem and LITMUS**

Learning and Performance Ecosystem

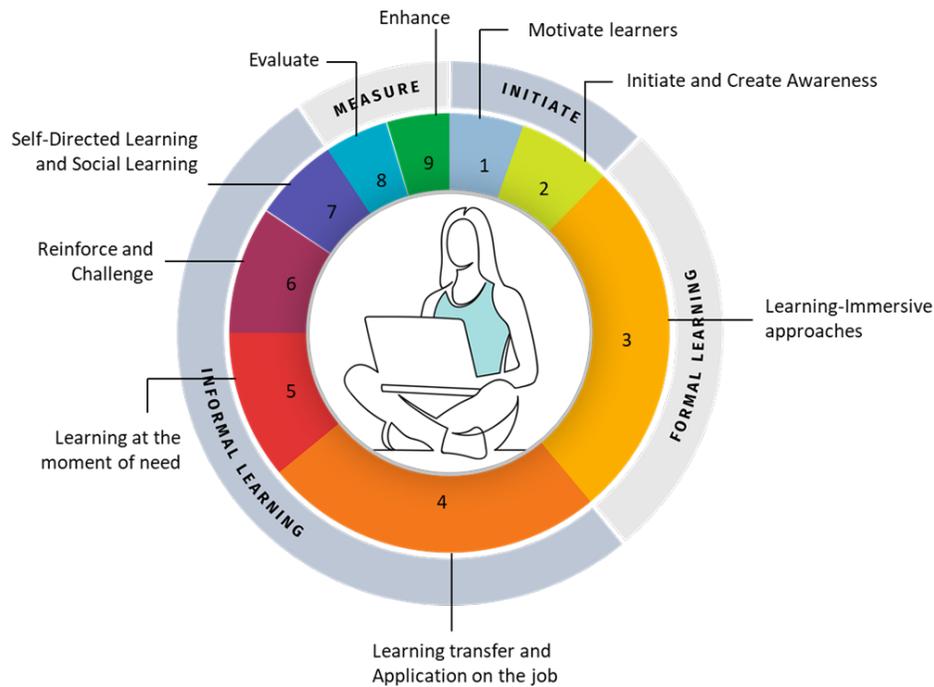
EI Design's learning journey is inspired by its unique Learning and Performance Ecosystem. EI Design doesn't judge the success of its virtual trainings by completion rates; instead, EI Design validates if its training enables:

- Effective learning and its application on the job
- Skill-building
- Reducing the proficiency gap

Their integrated approach to learning and performance is designed with the learners' needs in mind and is always driven by key outcomes — for individuals and the business. This sets the proper foundation with a focus on the right metrics. EI Design then helps its clients choose the right evaluation model to measure impact. This enables them to establish a stronger link between learning and performance for their customers.

Their Ecosystem can support the complete spectrum of corporate training needs.

Figure 1: EI Design’s Value Proposition: Learning and Performance Ecosystem



Key Highlights of EI Design’s Learning and Performance Ecosystem

Enabling Effective Upskilling/Reskilling

- Create personalized training at scale and enhance learner engagement.
- Maximize learning depth and length of retention and its effective application on the job.
- Competency and skill-building.
- Enable training at the speed of business and accelerate the closing of proficiency gaps with learners.
- Promote new ways of thinking and acting for the learner, which leads to new behaviors and actions.

Determining Training Effectiveness and Impact

- Set the right foundation — Focus on both L&D as well as business metrics.
- Choose the right Evaluation Model to measure the business impact of workforce development programs.
- Spot-check periodically and showcase the impact and the value to the business.
- Work with a holistic approach to drive employee performance and behavioral transformation.

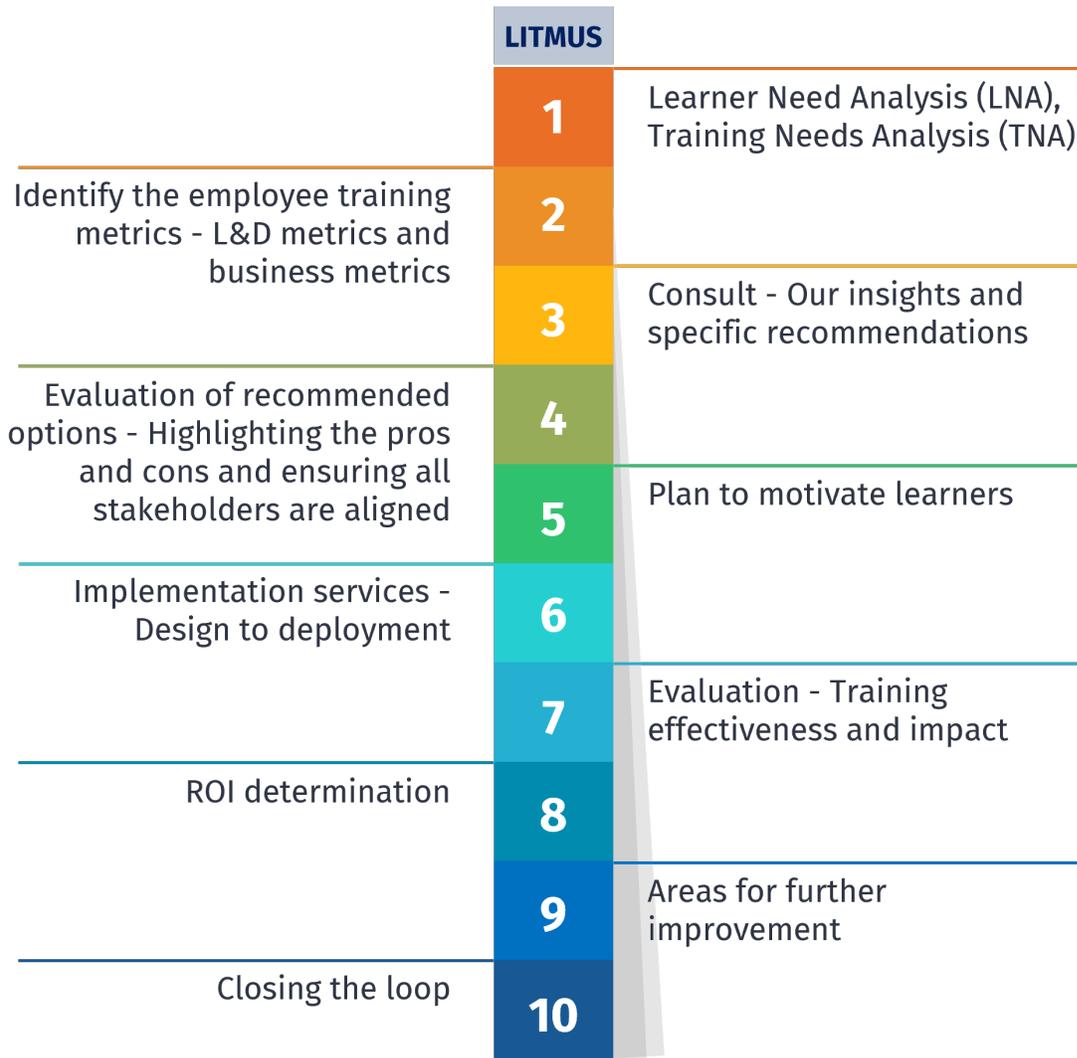
LITMUS — Training Effectiveness and Impact Evaluation Framework

- This framework addresses two key perspectives:
 - What the **Learners Want**.
 - What the **Business Units Seek**.
- It makes use of its **Predictive Learnability Guidelines** to ensure the learning design strategy is effective.
- Their **User and Learner Experience Reviews** help measure and validate the approach from Content, Design and Usability aspects.
- They integrate:
 - **An Assessment Strategy** to check the acquisition and application of learning.
 - **An Evaluation Strategy** to assess change in behavior and impact on business.
 - **Learner Data Gathering and Analytics** to assess the overall effectiveness of learner interaction and efficacy.
 - A robust **Survey Mechanism** to determine the value of learning and impact on business.

LITMUS assists organizations in the entire journey with:

- Needs Analysis
- Selecting the Right Strategies and Delivery Formats
- Developing and Deploying
- Assessing the Training Impact and ROI

Figure 2: EI Design’s LITMUS Framework

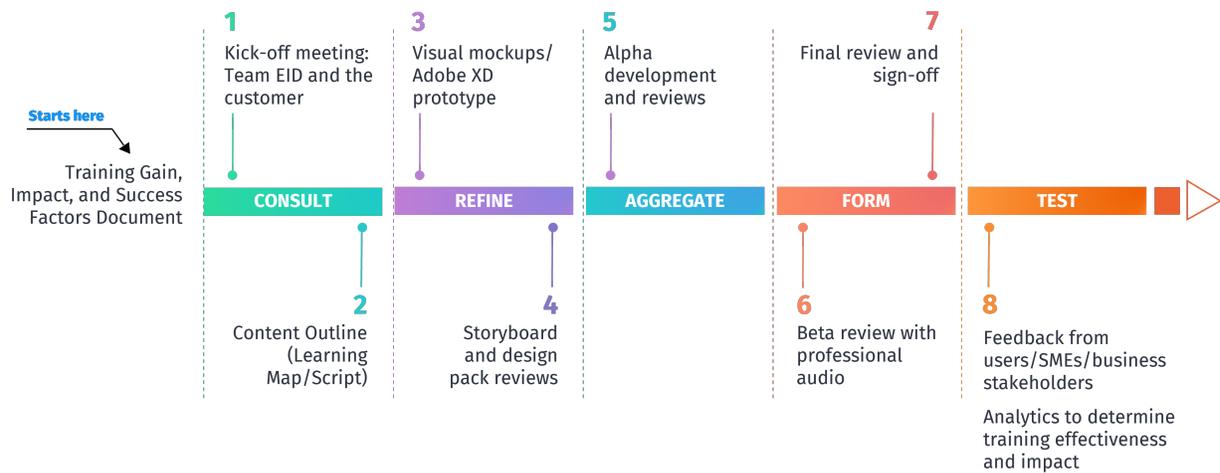


EI Design’s CRAFT Model — Collaboration During Development Lifecycle

EI Design’s unique CRAFT Model provides:

- A consultative, iterative and agile way to engage with customers.
- An effective approach for seamless collaboration and communication.

Figure 3: EI Design’s CRAFT Model — Collaboration During Development Lifecycle



The Tools EI Design Uses — Communication, Collaboration and Review



Communication/collaboration



eTracker — Product requirement and project management

Review Tool — Product reviews and overall quality control



Provides a collaborative environment for building and reviewing design prototypes



A collaborative platform for reviewing videos



An online, collaborative whiteboard tool to visualize ideas on projects anytime, anywhere

Their processes and operational model are streamlined as per the standards prescribed by the Capability Maturity Model Integration (CMMI)

EI Design's Tools Expertise

Authoring Tools



LMS



LXP



LMS with LXP Frontend



All screenshots provided by EI Design Pvt Ltd

Analysis by Brandon Hall Group

Situational Analysis

Over the past few years, the strategic profile of Learning & Development has risen dramatically. Companies have relied heavily on L&D to help upskill and reskill the workforce in the face of a volatile marketplace. L&D led the charge in keeping people connected, engaged and productive when the pandemic created a vast new population of remote workers. As companies prepare for the future of work, it is L&D that will ensure that the future workforce has the skills and competencies to make the business successful. But this is all easier said than done.

Challenges to the Business

At a time when the L&D function is tasked with doing more than ever before with less in terms of budget, headcount, skillsets and technology, it can be incredibly difficult to ensure the business is getting its maximum bang for the buck when it comes to learning. L&D has struggled with these challenges for a wide variety of reasons:

- A lack of the right technology
- A sub-optimal deployment of current technology
- A lack of time and headcount to tackle the big challenges
- A lack of the L&D skills the modern learning environment requires
- No clear understanding of the learning needs of the business or the learners
- Outdated, uninteresting content
- A lack of frameworks and models to build upon
- Little to no alignment between learning and the goals of the business
- An inability to measure learning's impact and ROI

Implications for the Business

Multiple implications result from these challenges. For the learner, the learning experience is waning and engagement continues to steadily decline. For the organization, learning is not properly aligned with the needs of the business and it is difficult to measure learning's impact. Poor strategy development and alignment, along with an inadequate technology ecosystem, mean employees are not learning what they need to know to maintain compliance, develop new competencies and skills, and advance their capabilities. This leads to negative outcomes including a lack of innovation and creativity that makes the organization uncompetitive.

Questions to be Answered by the Business

Organizations need to rethink their approach to the learning strategy to keep pace with the rapidly changing dynamics of their learners and business.

The key questions for the business are:

- Do we have the headcount and skills required to develop and foster a culture of continuous learning?
- How do we gain better alignment on the specific knowledge, behaviors and performance learners should exhibit to help the business achieve its goals?
- Do we have any frameworks or models that can help us work through the challenges facing L&D?
- Do we have a full understanding of what skills gaps exist within the business and how learning programs can address them?
- Are we leveraging the most relevant, engaging content that we can either build or buy?

EI Design as the Answer

Today's dynamic, hybrid work environment has presented L&D teams with a variety of challenges. Brandon Hall Group research has found that the top five include:

- | | |
|---|-----|
| 1. Not enough time | 55% |
| 2. Learners have too many demands on their time | 51% |
| 3. Budget constraints | 46% |
| 4. Inadequate technology | 33% |
| 5. Not enough headcount | 32% |

EI Design has positioned itself as a strategic partner to tackle any and all of these challenges head-on, thanks to its vast technology experience and consultative, advisory relationships with its clients.

EI Design is a leader when it comes to creating innovative, immersive learning experiences. They can design and create any type of learning program imaginable, allowing them to meet a wide variety of needs of their clients. It is not just their experience and expertise with design that makes their solutions so impactful, though. EI Design takes a very in-depth, consultative approach with its customers. They take the time to understand the organization's performance needs and goals, and design programs that will drive the changes in thinking and behaviors needed to meet those goals.

Creating content for the modern learning experience is challenging. And while most organizations recognize the need to make this shift to a more learner-centric experience, it is challenging to find the time, staff and expertise to make the transition. Traditional learning

models and authoring tools become bottlenecks to progress. EI Design can be the organization’s partner, leveraging their agile design process to create microlearning, mobile learning, blended ILT, virtual learning and more.

The content EI Design creates is elegant, engaging and most of all, “sticky,” meaning learners will keep coming back for more, fueling a culture of continuous learning. This can be done by employing multiple learning modalities. For example, the gamification elements go beyond simple points and leaderboards to create compelling interactions that boost retention. The microlearning pieces fit neatly into the workday and provide opportunities for revisiting and reinforcement. The mobile learning programs are responsive to any device. EI Design can also build virtual reality programs for a truly immersive experience. EI Design’s core services cover the entire learning spectrum, including expertise in the following areas:

<p>Training Delivery</p> <ul style="list-style-type: none"> • Mobile Learning • Microlearning • Virtual Training • Mobile Apps • Personalized Learning • Localization • eLearning Accessibility 	<p>Continuous Learning</p> <ul style="list-style-type: none"> • Performance Support • Informal Learning • Social Learning • Self-Directed Learning • Content Curation 	<p>Training Strategies</p> <ul style="list-style-type: none"> • Compliance Training • Induction and Onboarding Training • Leadership Training • Sales Training • Application Simulations Training • Product Training • Soft Skills Training • Professional Skills Training • DE&I Training • Business Sustainability Training • Competency Training
<p>Immersive Learning</p> <ul style="list-style-type: none"> • Gamification • Scenario-Based Learning • Video-Based Learning • Story-Based Learning • Simulations • Mixed Reality (AR/VR) 	<p>Learning Technologies</p> <ul style="list-style-type: none"> • LXP Expertise • LMS Expertise • Learning Portals • VR Framework • Interactive Video Framework • Rapid eLearning • Flash-to-HTML5 Migration • Authoring Tools Expertise 	

Today's learning technology landscape is vast and complex and can easily overwhelm organizations that are looking for the right solutions. EI Design has a depth of expertise working with almost any existing delivery or authoring tool. This allows them to help clients select and leverage the right tools, as well as optimize tools they may already be using. Whether it is an LMS, an LXP, a desktop authoring tool or collaborative authoring tool, EI Design knows how it works and how it fits within each client's technology ecosystem.

Some of the tools EI Design works with:

Authoring	LXP	LMS
<ul style="list-style-type: none"> • Adapt • Articulate • CrossKnowledge • dominKnow • Elucidat • Evolve • gomo • Captivate • HTML5 • iSpring 	<ul style="list-style-type: none"> • Degreed • Fuse Universal • EdCast • Hive Learning • Pathgather • Valamis 	<ul style="list-style-type: none"> • Absorb • Administrate • Docebo • Adobe Captivate Prime • Cornerstone • Dokeos • Moodle • Talent LMS • SAP Litmos • SAP SuccessFactors • SumTotal

The benefits of EI's consultative approach extend beyond technology, however. They can also be a true learning partner. They can help clients transform any kind of training, including:

- Compliance Training
- Induction and Onboarding Training
- Leadership Training
- Sales Training
- Application Simulations Training
- Product Training
- Soft Skills Training
- Professional Skills Training
- DE&I Training
- Business Sustainability Training
- Competency Training

Across all of these training areas, EI Design provides consulting and advisory services for any number of situations, including Virtual Training Transformation, Repurposing Existing Content into Next-Gen Formats, Redesigning Content for LXPs, Training Needs Analysis (TNA), Learner Needs Analysis (LNA), L&D and Business Metrics Identification, Measurement of Impact-on Learners and Business, and ROI Determination.

A unique feature they bring to their clients is the array of frameworks they leverage for them. There is even one they use to help predict and measure the “learnability” of an organization's training. This framework takes measurement to the next level, giving companies the ability to measure impact in an ongoing, iterative way.

EI Design can also partner with clients to manage their LMS administration within any technology ecosystem. They also provide content curation services to help serve up the right content to the right people, regardless of its origin. From content creation to full-on learning partnership, EI Design takes on the heavy lifting required to create the engaging, impactful learning experience today's organizations require.

- David Wentworth, Principal Learning Analyst, Brandon Hall Group

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

About Brandon Hall Group

With more than 10,000 clients globally and 28 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.



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