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Building Engagement Through Technology

Presented By:

Ash Jayakumar

ABOUT ME

2007 - International Student

2009 - Graduated from Swinburne University
Masters in Communication Design

2008 - Trainer and Assessor
Cert III in Graphic Pre-Press and Multimedia

2010 - Training Manager

- Design T&A strategies with achievable goals
- Help learners meet their outcomes
- Review assessments and resources
- Help maximise *Return on Investment*

2012 - Product Specialist - Wisenet

My Role

Customer Engagement Specialist

- Onboard new customers/new users

- Review new features and help with testing

- Ensure effective feature adoption

Help our customers maximise their **Return on investment**

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The **Engagement Team** was created to:

- Nurture customer relationships

- Train and support our customers

- Create feature awareness

- Retain our customers

- Listen to their needs

with the ultimate goal to **build customer advocacy**

Purpose

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Why?

- Low feature adoption

- Low feedback

- More support tickets

- More support calls

- Reactive response

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How? / What?
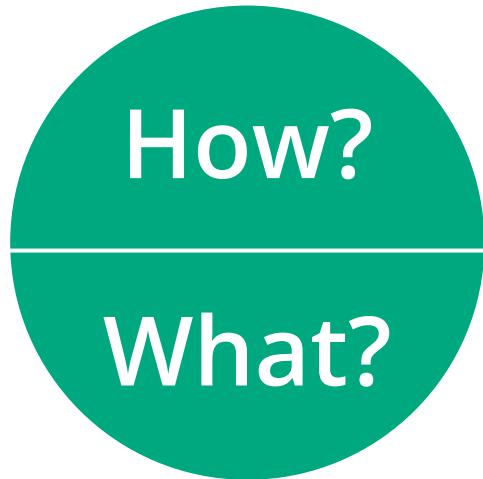
- Feature usage and non usage
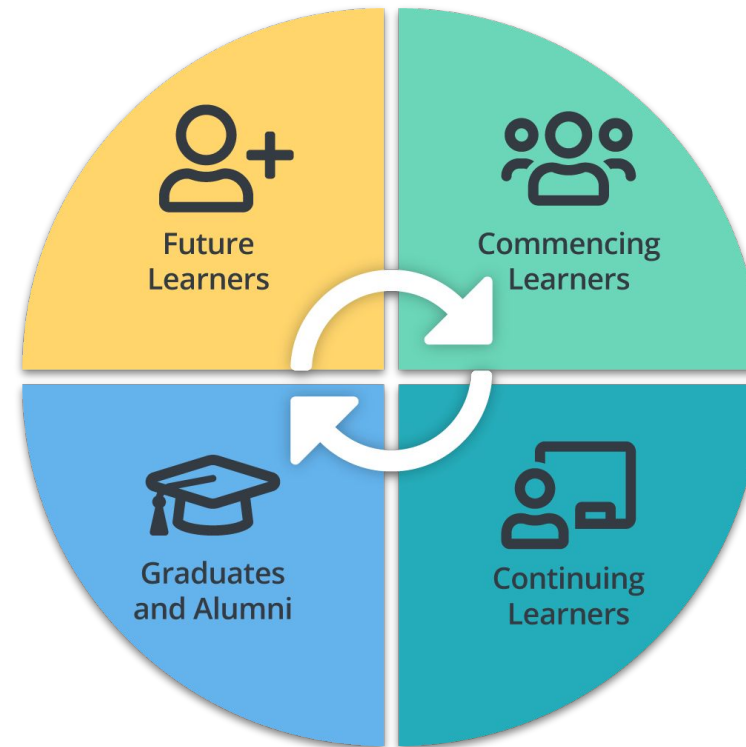- Tickets and chats
- Phone calls
- Emails

Measure & Analyse

Strategy & Implementation

- Webinars
- Additional training
- Videos
- Online resources
- Build Awareness

Engagement in Education

- ☑ Attend Classes

- ☑ Access resources

- ☑ Complete their assignments on time

- ☑ Produce competent results

- ☑ Participate in collaborative spaces

Future Learners

Commencing Learners

Graduates and Alumni

Continuing Learners

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Is this enough?

- Customer experience

  (Brand awareness X loyalty)

- Influence on the learner journey

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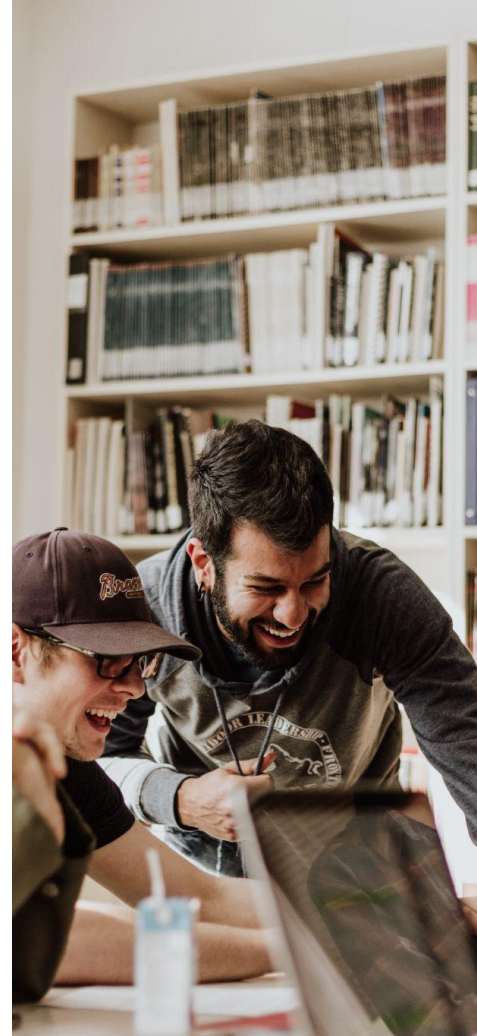
Put your customer first and at the core of your business

- Understand customers needs/wants
- Customer-focused leadership
- Front line empowerment
- Design the experience
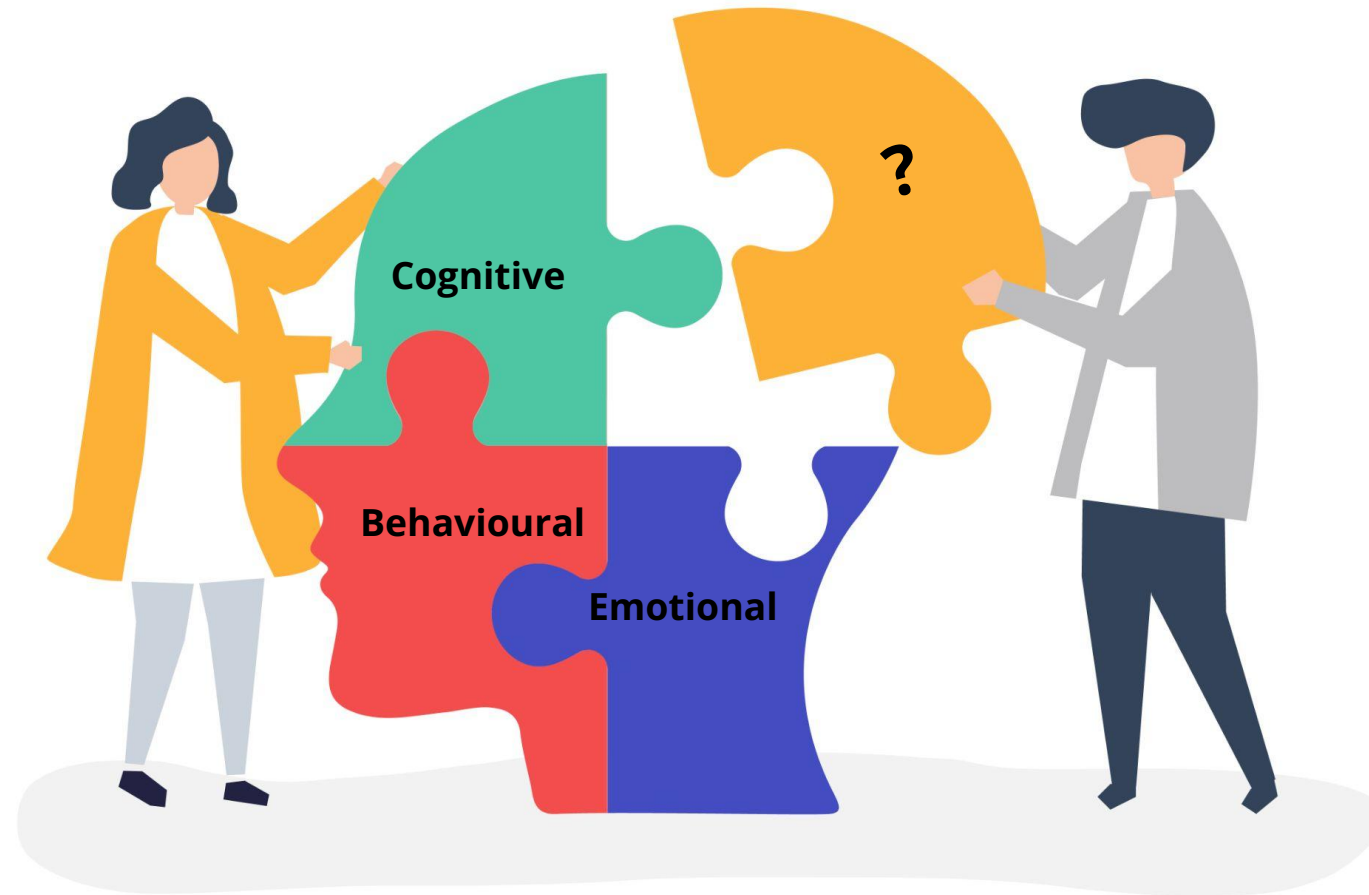- Collect key metrics
- Gather feedback

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Understanding your learners
Psyche, pedagogy and learning methods

"Engagement is not like a switch that's either on or off. Rather, it occurs simultaneously on multiple levels."

Cognitive

?

Behavioural

Emotional

- ebook on learner engagement by TalentLMS

"Engagement is not like a switch that's either on or off. Rather, it occurs simultaneously on multiple levels."

Cognitive

Social

Behavioural

Emotional
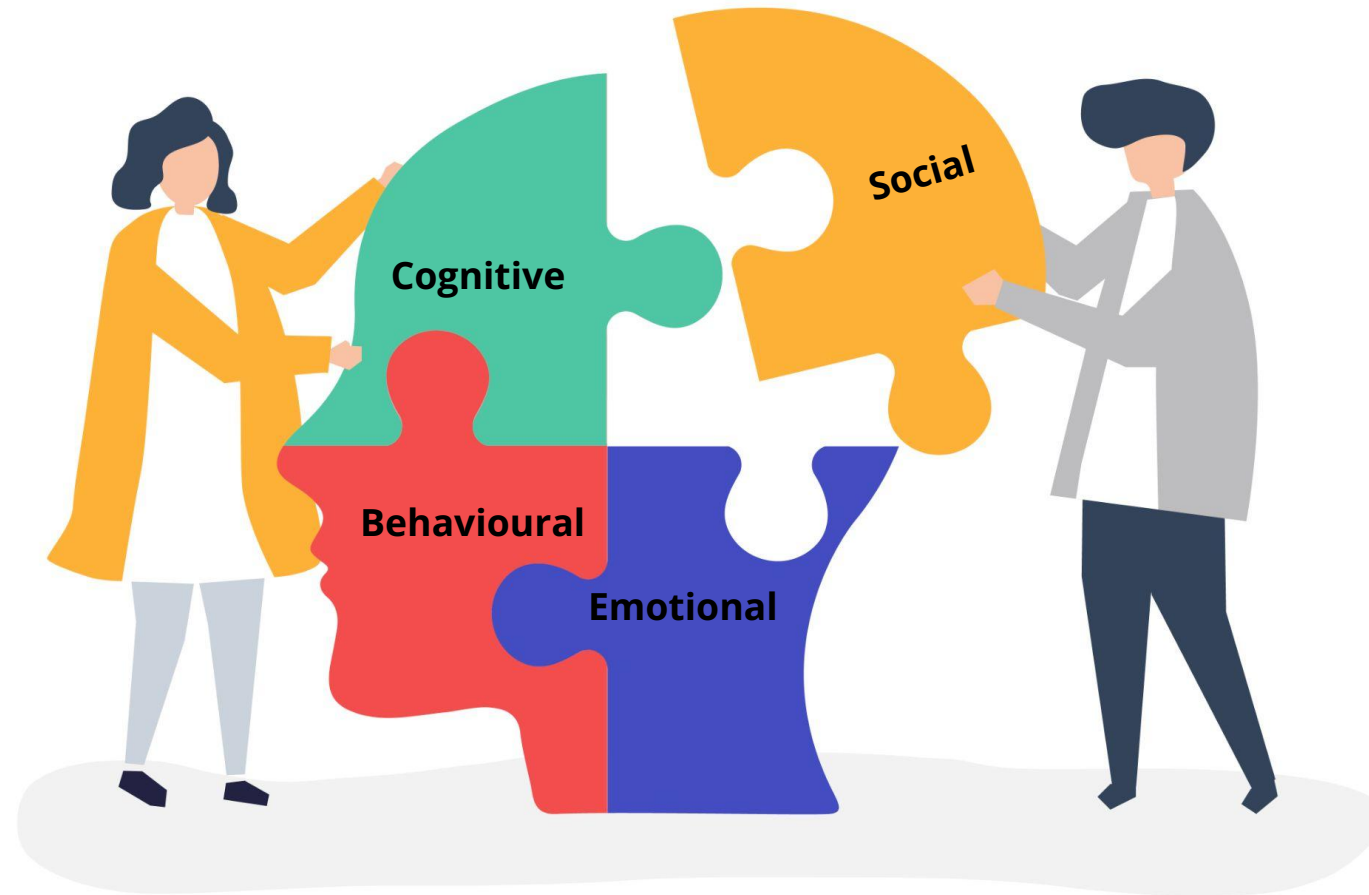
Effective Learner Engagement

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Cognitive Engagement

- Robust course design
- Consistent content
- Clear learning goals
- Group projects
- Collaboration
- Exploratory play

Behavioural Engagement

- Badges/Awards
- Rewards
- Gamification
- One-on-one time
- Offer choice
- Autonomy

Emotional & Social Engagement

- Start with a "hello"
- Visible leadership
- Monitor and Analyse
- Reward and Connect
- Foster personal development

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Do it vs Do it well

PPTs and PDFs

- Puzzles, Online Games etc.
- Audio Books, Videos etc.
- Articulate, Adobe Captivate etc.
- *Free* - eXeLearning, Courselab, H5P etc.
- Vimeo, Youtube etc.

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Instructional Strategies

Flipped classroom

- Pre-record the lessons
- Post the recording online for learners to watch before class
- Assist the learners as they work through assignments during class time.

Artificial Intelligence

- Personalise content/strategy
- Adaptive learning
- Meaningful and immediate feedback to students
- Automatic scoring and assessment
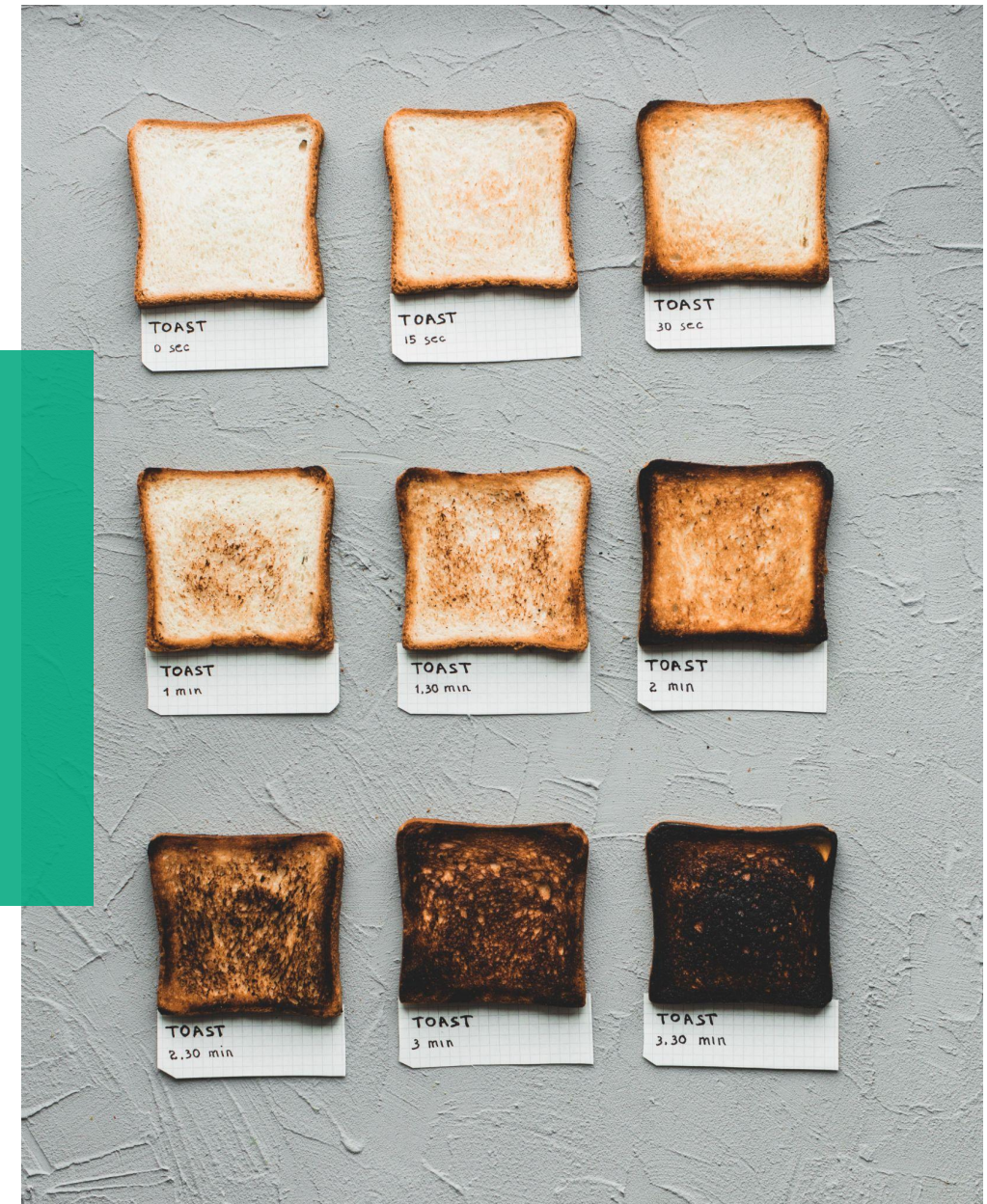
Implement Human-Centered Design Principles

- Provide Equitable Access
- Evolve the Learning Process
- Offer Student-Centered Instruction
- Understand Educational Context
- Empathize with Learners

INSPIRATION | IDEATION | IMPLEMENTATION

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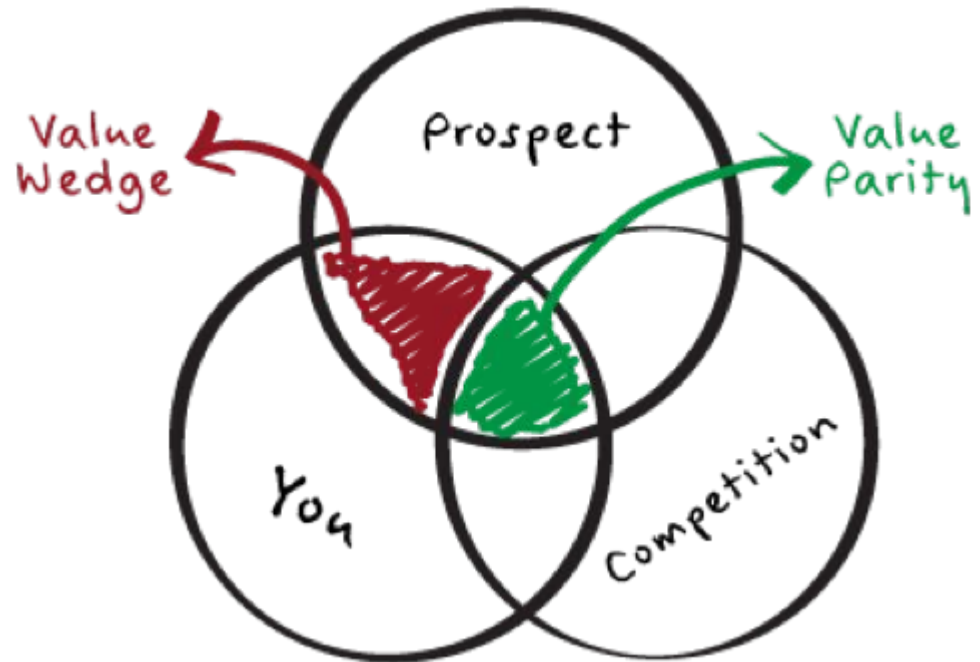
Stay connected...

- Survey - Don't assume!
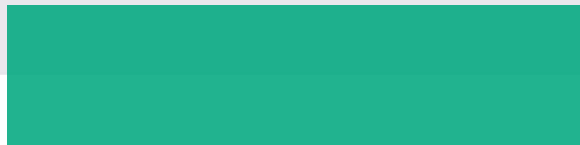- Constant health check
- Update information
- Testimonials
- Alumni Programs

"Relationships before rigor. Grace before grades.
Patience before programs. Love before lessons."

- Brad Johnson, Educator

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Engagements are customer choices framed by their technological experience

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Key takeaways

- Communication is the key

- Individuals and interactions over processes and tools

- Feedback without action is meaningless

- **Regularly** challenge your learner touchpoints

- **Regularly** challenge your why, how and what?

- Technology is no substitute for the human touch

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Questions?

THANK YOU