JollyDeck

ACME ANALYTICS MODEL WHITEPAPER

→ Guide to the how the ACME Analytics Model works in JollyDeck

ACME Analytics Model
How JollyDeck Analytics Work

People love analytics, but in our experience it can be difficult to extract value from them. In learning and training environments the situation becomes even more problematic.

Learning and knowledge can be difficult to pinpoint, let alone to analyse. Learning approaches change so often that most companies become overwhelmed with ways to assess their employees learnings and find it difficult to gain insight. Traditionally, companies lacked the structured data used to perform quantitative assessments, which is where JollyDeck analytics comes in.

All analytics mature with age and we've spent time refining our approach to the way we measure and interpret the acquired data. Over the past 18 months we closely monitored the data and learner behaviour and are now proud to introduce our ACME analytics model.

Acquisition

Conversion

Measurement

Evaluation
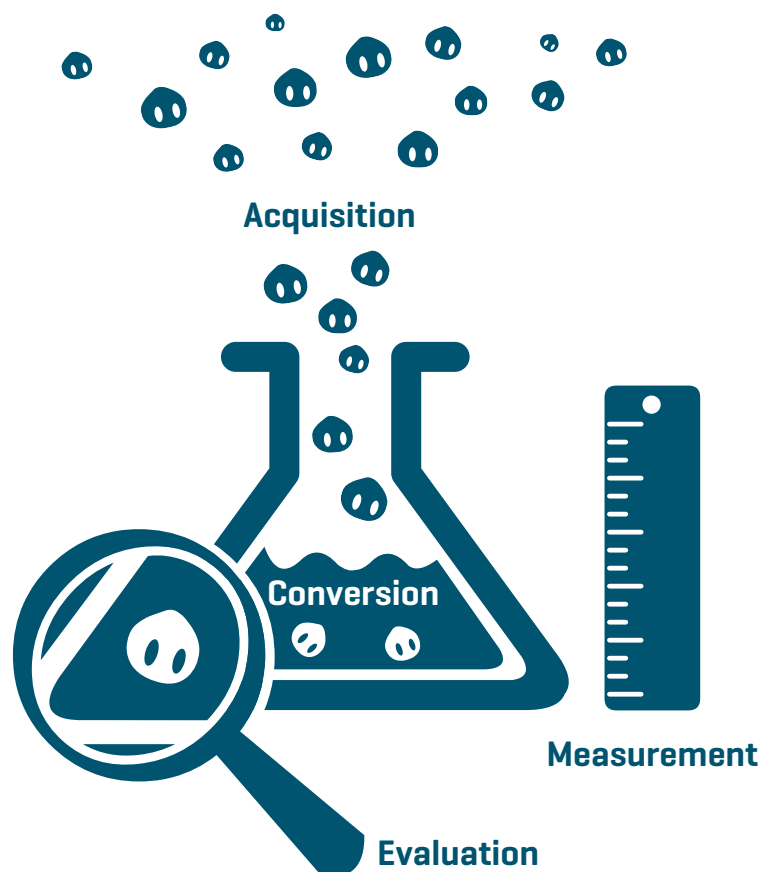
A for Acquisition

Any learning activity starts with learner acquisition. We will help you understand the characteristics and ROI of your acquisition channels. To bring simplicity there's only two acquisition channels: Email & Internal Communications.

REGISTRATION CONVERSION: 92%
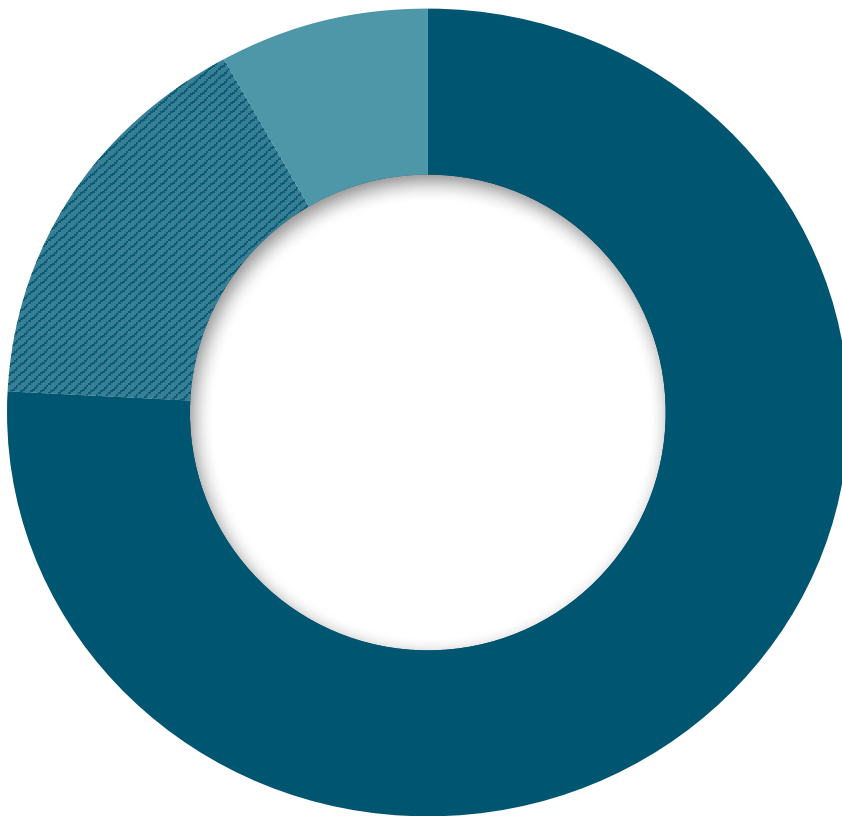
- Email acquisition conversion: 76%
- Internal communications acquisition: 16%
- Unregistered users: 8%

3

Email

Each email sent during a JollyDeck campaign increases both learner registration and engagement rates. Managers are able to monitor the following data: Emails sent, emails opened, emails clicked and CTR.

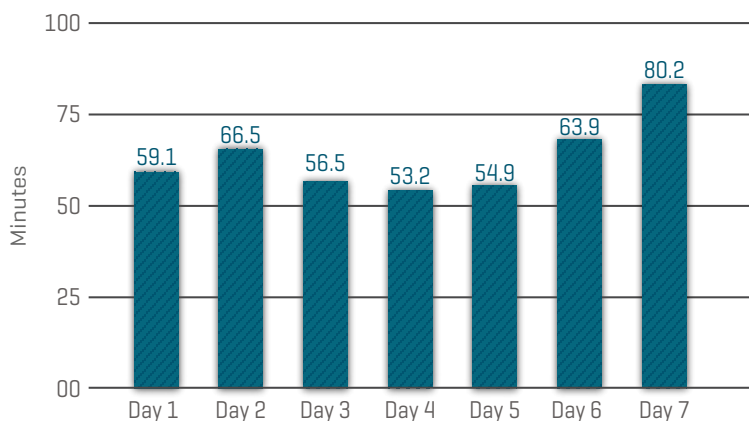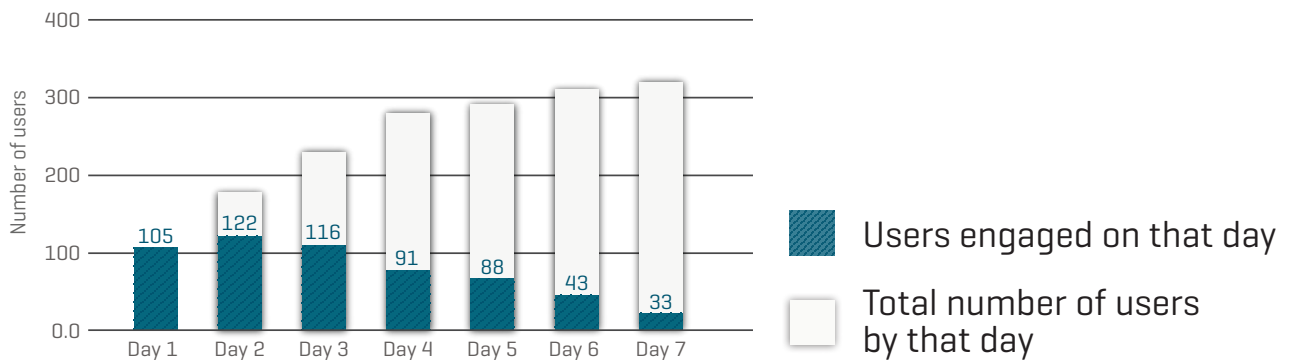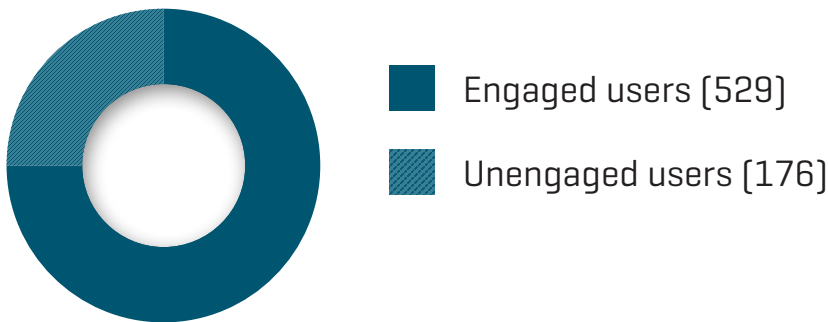| Email type	Email sent	Email opened	Emails clicked	CTR
Invite Email	287	130	63	0.22
2nd Day Email	298	87	56	0.16
Final Day Email	308	174	132	0.27

Internal Communications

All other acquisition methods rely on internal communications. You can set up an on-site registration stand and provide an introduction to the JollyDeck experience for your employees on the spot, or use one of many internal communications channels already in place to encourage learner acquisition.
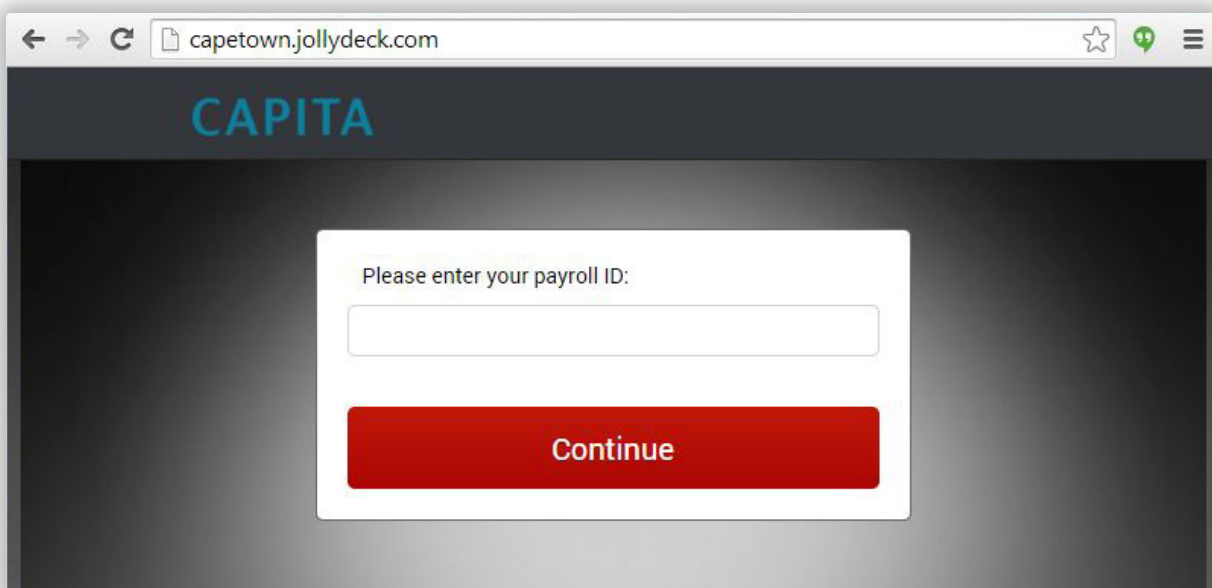
C for Converison

This phase of analytics is designed to de-risk your learning. You want to go a step beyond simply acquiring and registering users to JollyDeck. Learners which are poorly engaged do not contribute to your learning strategy and cor-related business goals. Some of the core, real-time KPIs will help you track engagement analytics on a daily basis, while your learning campaign is still running.

By pinpointing inactive learners by team managers, site location or other cus-tom segment, you're provided with the data you need to encourage highly-engaged learning.

Engaged users (529)

Unengaged users (176)

Users engaged on that day

Total number of users by that day

M for Measurement
(of knowledge)

You want to see how your learners outgrow 'just being there' to absorbing and eventually mastering the content. We will track your learners' short-term knowledge retention, understanding of content at the start of training, knowledge mastery after completion and several other knowledge-related KPIs.

| Flop 5 – worst understood questions at the start of campaign |
| --- |
| What is unique about the new Photos app [Answer: Search] |
| How much faster will HD gaming be on the new iPhone [Answer: 10%] |
| Focus Pixels will not adjust the camera focus while video recording [False; Answer: Focus Pixels will provide continuous autofocus in video] |
| What will you be able to add to the notification centre [Answer: Widgets] |
| Optical Image Stabilization is available with both iPhones [False; Answer: Optical Image Stabilization is exclusive to the iPhone 6+] |

E for Evaluation

Several studies have pointed to the importance of post-learning evaluation. Our post-learning report will go in-depth and show several metrics and trends in your learning. We determine individual and group knowledge levels, and you'll be able to utilise these results when determining efficiency and improvements needed in your business processes.
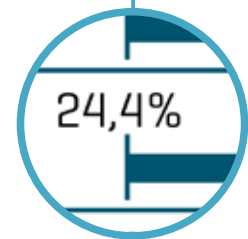
INDIVIDUAL KNOWLEDGE RESULTS

Subsegment	Knowledge vs Average				Knowledge gained in Campaign
	Chapter I	Chapter II	Chapter III	All Chapters	
Learner A	12%	19%	12%	11%	21,4%
Learner B	1%	7%	-17%	-8%	24,8%
Learner C	-22%	-6%	1%	-3%	18,6%
Learner D	13%	19%	12%	14%	17,4%
Learner E	8%	14%	12%	11%	15,6%
Learner F	18%	19%	6%	11%	24,4%
Learner G	18%	19%	6%	14%	23.2%

Table: This table shows the individual knowledge gains per content chapter compared to the overall content chapter averages, along with individual overall knowledge gains.

7%
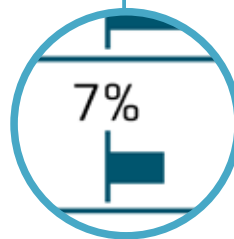
This data shows Learner B's knowledge level was 7% higher than the overall average for the content in Chapter II.

24,4%

This data shows Learner F's knowledge level grew 24,4% fom the start until the end of the learning campaign.

TENURE

Subsegment	Knowledge vs Average				Knowledge gained in Campaign
	Chapter I	Chapter II	Chapter III	All Chapters	
6 months or less	-8%	-2.4%	-9.8%	-6.7%	22%
6 to 18 months	3,7%	-1.8%	-0.2%	0.6%	29%
18 to 36 months	14%	-6%	8%	5.4%	25%
36+ months	4.6%	3.1%	0.8%	2.8%	23%

6 to 18 m

This data shows the group of learners with tenure from 6 to 18 months in the company had an average knowledge level gain of 29% from the start until the end of the learning campaign.
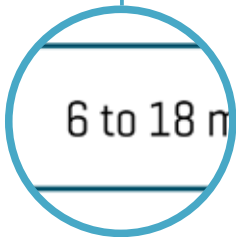
Table: The table above shows knowledge levels grouped per customised learner segments which can include: tenure, locations, team managers, and any bespoke segment which would add value to your JollyDeck reporting.

About JollyDeck

9

JollyDeck is an online training solution with an innovative twist which has proven to increase employee learning ROI.

We build training content into a fun format combining a trivia quiz with a social layer which increases your employees' engagement.

JollyDeck takes the essence of what makes games so alluring (a shared sense of purpose, challenge and reward), decodes the mechanics that make them work (personalization, rankings and leaderboards) and then applies these mechanics into an efficient training solution for your company.

For more information email us at jolly@jollydeck.com or visit www.jollydeck.com

Learn more!
Have fun!
BE JOLLY!

JOLLYDECK LTD.
2-10 CAPPER ST
LONDON WC1E 6JA
UNITED KINGDOM
WWW.JOLLYDECK.COM
SALES@JOLLYDECK.COM