



Solution Provider Profile

CrossKnowledge

July 2019



Company At-a-Glance	
Name of Product/Modules Offered	CrossKnowledge Learning Suite
Headquarters	Suresnes, France
Year Founded	2000
Number of Employees	350
Market Focus	Mid-size to large companies, organizations and associations with geographically dispersed learners
Key Industry Verticals	Banking, Retail, Automobile, Insurance, Professional Services, etc.
Geographic Coverage	Worldwide
Top Customers	L'Oréal, Pandora, Sanofi, Motorola Solutions, Air France and ICRC-Red Cross
Total Users (Cloud)	12 million
Solution Name	CrossKnowledge Learning Suite
Date Version was released	May 23, 2019
Year product was originally launched	2009
Website	https://www.crossknowledge.com/



Business and Product Overview

CrossKnowledge helps companies' workforces acquire the skills they need to succeed by connecting with the entire workplace ecosystem (L&D, managers and learners), delivering one of the most advanced integrated learning experiences (built on human and artificial intelligence), and measuring learning outcomes (usage, satisfaction and impact).

Its CrossKnowledge Learning Suite Digital Learning Platform helps organizations easily engage their learners with different learning experiences, delivering real business results. The collaborative CrossKnowledge Learning Suite portal allows the sharing of information between different stakeholders in the training process, and in talent and skills development (director, manager, designer, administrator, training manager, etc.).

Because every learner is different (HR staff, managers and employees with distinct responsibilities and needs), the content of the portal visible to users adapts according to their profile. The HR department can configure the display style for each manager, employee and HR portal, etc., and different roles are defined depending on the location, language, legal, social or functional context.

The user experience focuses on learners using the CrossKnowledge Learning Suite portal rather than just the administrators, who are typically the purchasers. In creating an engaging portal, CrossKnowledge focuses on the experience of employees, managers, trainers, etc.

Guided Learning Experience Using Blended^x's Macro-Learning

Designed with a mobile-first approach, Blended^x can be used to accommodate thousands of students. Participants can view other people's profiles, post introduction videos, participate on polls, post ideas on themes suggested by trainers, share experiences and "like" contribution posted by others, and soon they will be able to work in subgroups. All of the educational methods offered in a face-to-face training, which have largely proven their effectiveness over the years, are available for distance learning via Blended^x.

CrossKnowledge realizes there is still a huge need for coaches and facilitators in a training course — an expert who can guide the learners and help them achieve the right learning objectives. These coaches can be anyone who is an expert in a particular field. These coaches need not be an L&D expert; a coach can be one of the learners themselves.



With Blended^x, anyone can be designated as a coach/facilitator. The coach can have a dedicated space in the front office, with a similar look and feel of a learner, without needing to have L&D expertise. Facilitators can be picked among learners registered to the platform, so they can be a learner in some courses and a facilitator in others.

Several facilitators can be assigned to a training or session or event classroom event, making it possible to have several roles or several people playing the role of a facilitator in courses. For example, a facilitator can be involved only in class-based events, while another facilitator can be the community manager.

Learning Channels offer the possibility to create a customized learning portal that can help offer an engaging and self-directed learning environment. With new widgets, learning recommendations are provided based on a learner's learning habits via Netflix- and Amazon-style.

From the Administrator section, organizations can create their own customized portal using CrossKnowledge's new templates and widgets. From a list of predefined templates, businesses can find a model that can be best adapted to their site and image. The customizable formats also take into account a variety of learning distribution methods, giving companies a wider selection to personalize their home page/learning channel.

Organizations can also make training courses more dynamic by adding widgets as the entire customization process is quick and flexible.

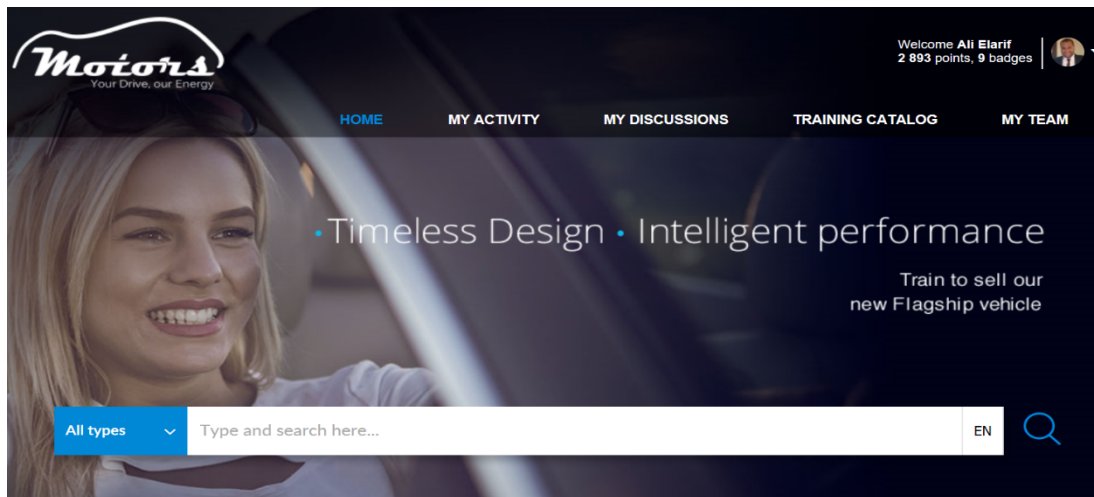
With an API of more than 50 web services and 32 standard plug-ins, the CrossKnowledge Learning suite is one of the most open-learning technologies available on the market. It can integrate HRMS/organization intranets without forcing the client into using a specific publisher. For example, the CrossKnowledge Learning suite can interface with major HRMSs such as SAO, Oracle/PeopleSoft; with talent management publishers such as SuccessFactors; and with intranet technologies such as SharePoint or Google solutions. Its flexibility combines the power of a full SaaS with a 100% cloud-based solution.

In addition, the CrossKnowledge Hub most notably earned a Silver Award from Brandon Hall Group for Excellence in Technology Integration.



Screen Shots

Figure 1: CrossKnowledge Learning Suite Portal



Training



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Motors Community



A collaborative space dedicated to all Motors people !

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Figure 2: Distance Learning via Blended*



Figure 3: My Facilitation Dashboard

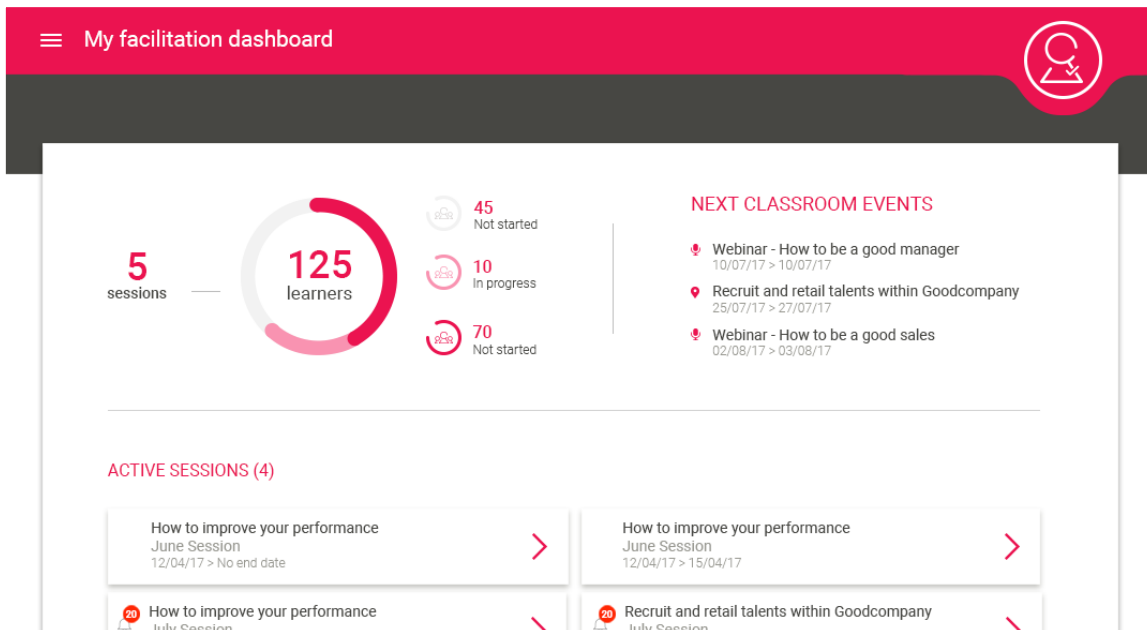




Figure 4: Learning Channels

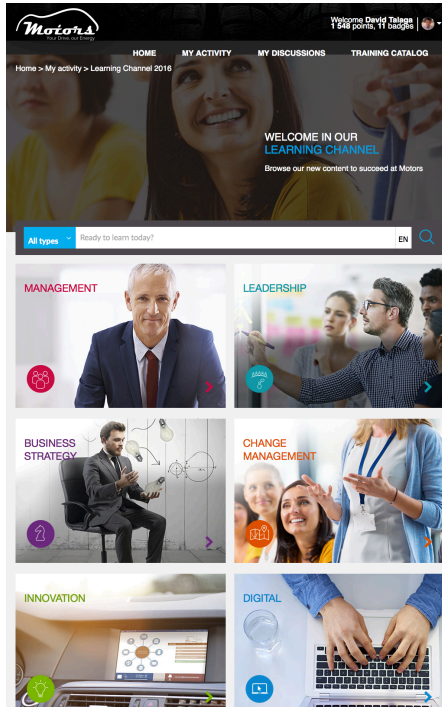


Figure 5: Widgets that Are Viewable In the Style of Netflix or Amazon

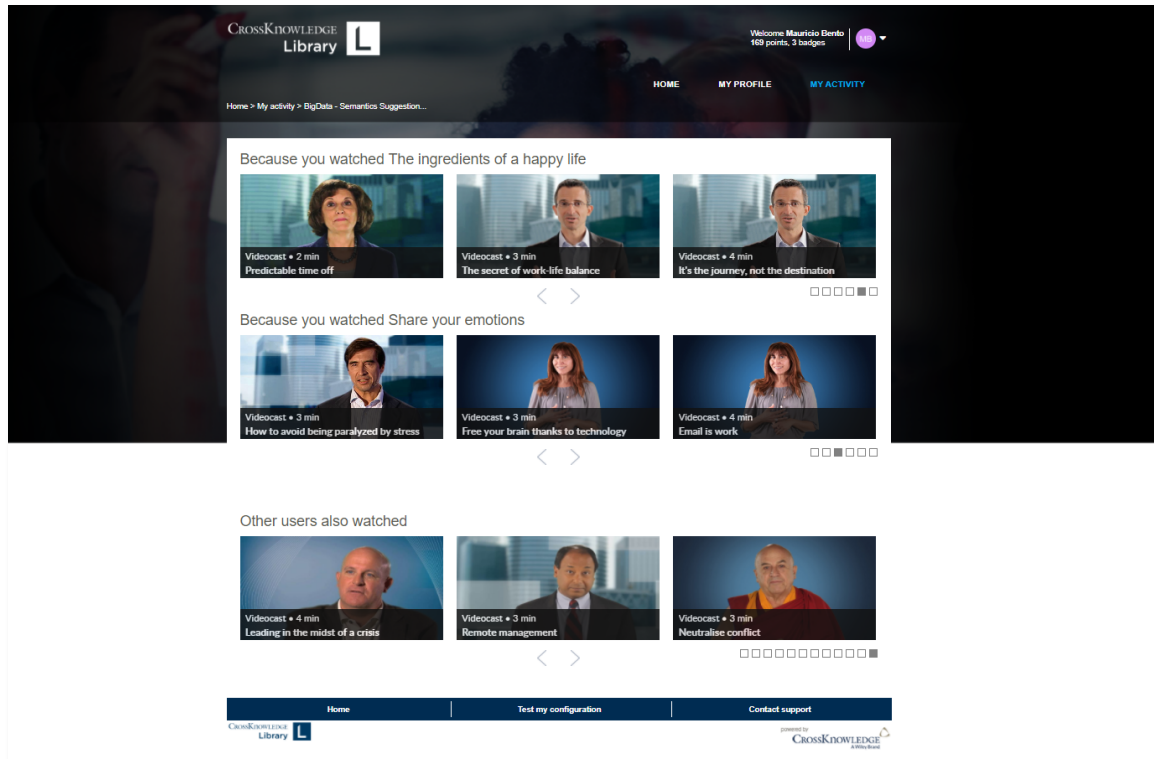
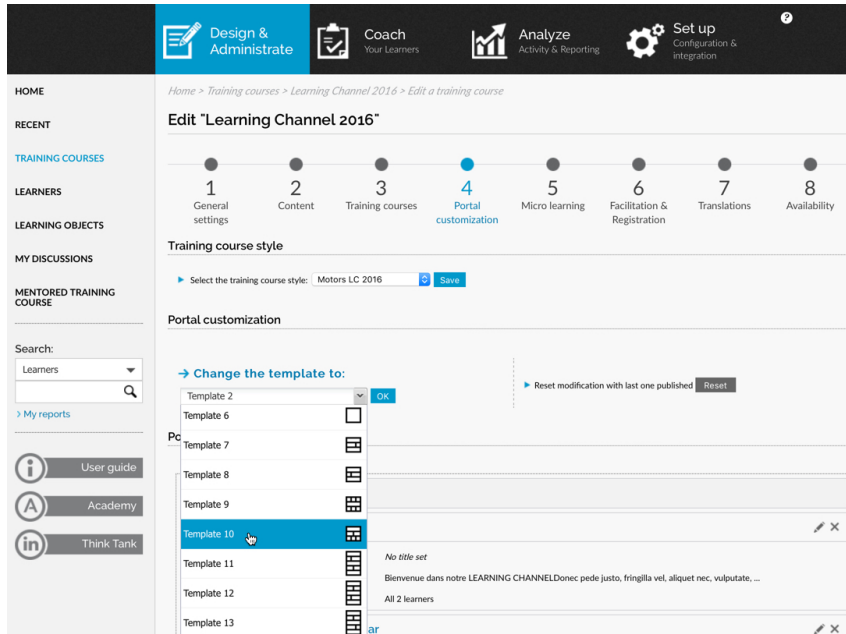


Figure 6: Personalized Learning Content Recommendations



All screen shots provided by CrossKnowledge

The Analyst's Perspective by Brandon Hall Group

Situational Analysis

Corporations are trying to find better ways to deliver content to learners in an engaging and modern technological interface. There are several factors that are driving corporations to improve their content delivery strategies:

- **Improve Learner Engagement** — Organizations struggle with developing and delivering learning content that captures the attention of the learner.
- **Create a Stronger Link Between Learning and Performance** — Learning in many organizations is developed without specific individual and organizational objectives in mind.
- **Better Measurement** — Learning is not improving in many organizations because the ability to measure impact on performance is not in place or is lacking.
- **Improve Accessibility to Content** — Learners are highly mobile and have many situations where it is very complex to deliver an effective learning session.

Challenges to the Business

Organizations have had difficulty in leveraging traditional LMS approaches to meet these new learner requirements. Learner requirements have evolved quickly and their need for content that is relevant, accessible and highly interactive is more important than ever. In particular, traditional LMS platforms are not designed to fully support all the necessary learning modalities in a mobile environment.

Implications for the Business

The implications are two-fold. For the learner, the learning experience is waning and learner engagement continues to steadily decline. For the organization, a significant amount of financial and people resources are being consumed by learning organizations in leveraging their current LMS platforms — and still, the needs of the learner are not being met. This leads to poor performance for the organization because employees are not learning what they need to know to excel at their jobs.



Questions to be answered by the Business

Organizations need to rethink how they leverage technology to keep pace with the rapidly changing dynamics of their learners and business.

The key questions for the business are:

- How does an organization create personalized learning at scale by leveraging technology?
- Can one provider offer a great content portfolio and state-of-the-art technology?

CrossKnowledge as the Answer

CrossKnowledge has made considerable investments in offering a world-class technology platform that is designed with the learner in mind. CrossKnowledge can fully adjust in today's real-time, just-for-me learning environment and in any learner setting. CrossKnowledge's platform provides a wide array of functionality that can fully support the most advanced learning applications. Based on a learning-experience platform approach, CrossKnowledge's technology makes learning easy to find and apply for the learner, while offering a highly engaging mobile interface.

The breadth and depth of the learning content provided by CrossKnowledge will meet the needs of any organization, and employs the latest content formats and interactivity principles needed to satisfy the modern learner. CrossKnowledge has also thought through the technological ecosystem that LMS platforms find themselves in now and has created an innovative approach to integrating with any system.

The administrative interface is logical and highly visual, making it easy to implement the platform and quickly configure it to meet the ever-changing needs of the learner. The user interface is very inviting and engaging, employing the latest approaches to create a learner home page that makes it easy for learner to learn. CrossKnowledge is a leader in learning, and their latest version of content and technology solidifies their leadership position in the marketplace.

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



About Brandon Hall Group

Brandon Hall Group is an HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition, and HR/Workforce Management. With more than 10,000 clients globally and more than 25 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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