

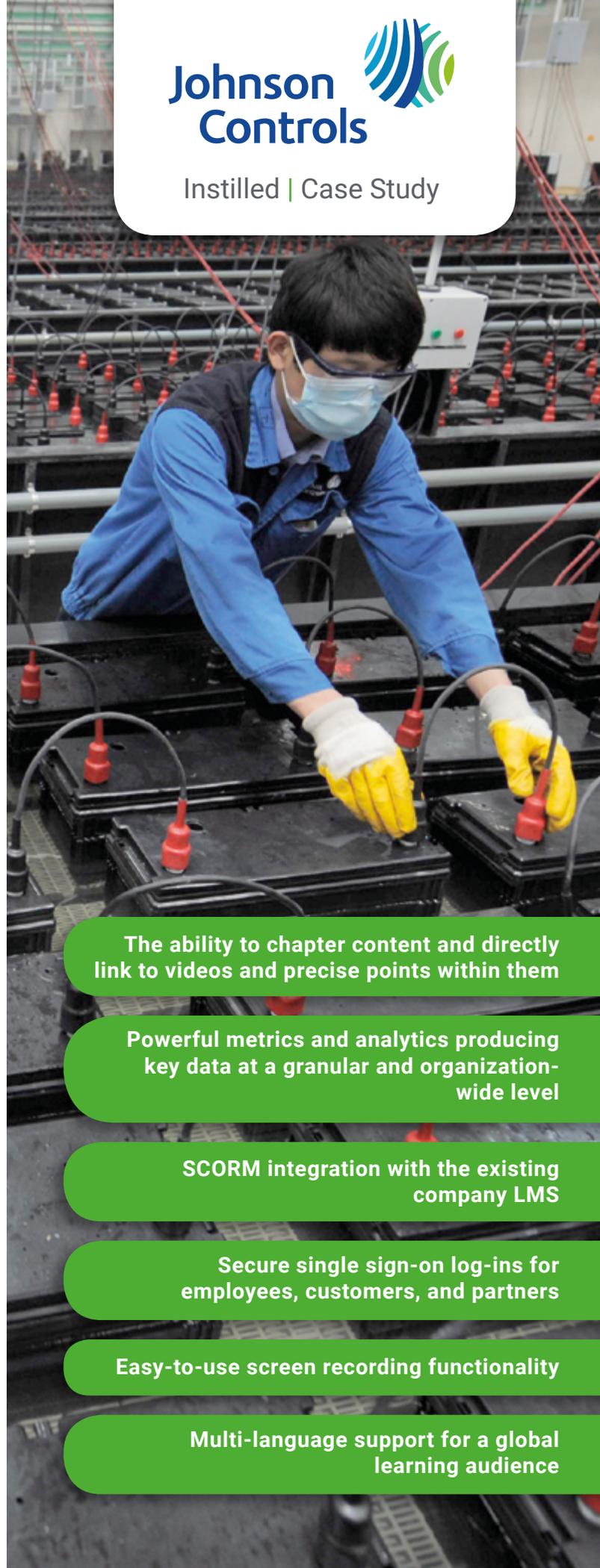


Instilled | Case Study

## Creating a Popular Video Learning Platform for a Worldwide Workforce

With 120,000 employees in 2,000 locations worldwide, Johnson Controls is a global industrial leader with an annual revenue of around \$30 billion. The organization is a market leader and one of the reasons behind its longevity as a cross-market leader has been its commitment to learning approaches that lead to business results.

The Johnson Controls team had around 150 learning videos before they began working with Instilled in May 2017. Their regular company portal provided people with a place to submit content, but they wanted a video learning platform that would organize their learning into a highly effective, on-demand resource that was truly learning-centric and focused. “We really didn’t have a learning video platform,” says Instructional Learning Technologist Leah Strecher. “We had more of a portal where people would post anything from marketing to CEO presentations.”



The ability to chapter content and directly link to videos and precise points within them

Powerful metrics and analytics producing key data at a granular and organization-wide level

SCORM integration with the existing company LMS

Secure single sign-on log-ins for employees, customers, and partners

Easy-to-use screen recording functionality

Multi-language support for a global learning audience

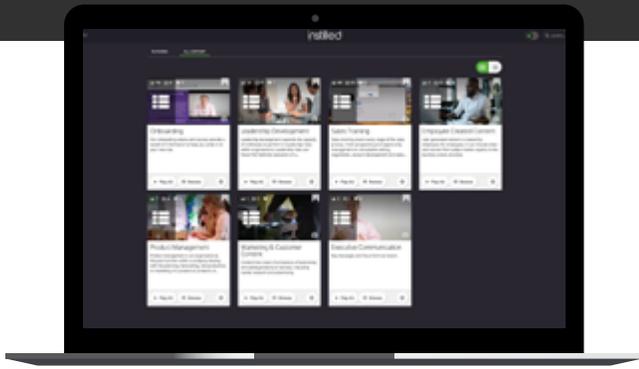


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## Shaping Existing Content Into a Powerful, Organized New Resource

Enter uLearn, the video learning platform Johnson Controls has created with Instilled. The platform has had a transformational impact in a short space of time. The Johnson Controls team use Instilled's 'containers' to present videos within appropriate areas of training, such as cybersecurity and product-specific content.

They plan ahead, creating new containers that expand and grow according to future training needs. The video containers have been extremely successful, particularly the



## Giving People Control of Their Own Learning

Thanks to Instilled, Johnson Controls has seen an increase in learning content created by employees—project leads, for example, are utilizing the platform to create new videos, podcasts, and webinars on a regular basis. By the start of 2019, uLearn was closing in on 3,000 learning-based videos across almost 900 hours of content that any learner can search through, access and add their insights to.

**“The screen recording function is really useful,”** says Dave. “In the past, people were saying they’d love to be able to screen record but couldn’t do it without licensing software. We tell them Instilled has screen recording and send them a demo—it’s easy for people to use and to get up and running.”

section dedicated to IT questions and support. These videos are full of tips that learners can look at before contacting the company’s technical support team. Calls of this nature often take up a substantial amount of the support desk’s time, so the videos have helped them by reducing the volume of calls they receive.

**“We try to link all the videos and group them into similar areas in a common sense container structure,”** explains Dave Kadera, Video Producer at Johnson Controls. “This leads to what I would call ‘the YouTube effect’. If you’re going to click on one video in a container, it’s very likely you’re going to click on another video in the same container, because you’ll have had a question about that topic or will have a question one day.”

## In a Mobile-First World, Choose Learning That Looks Great on Any Device

At Instilled, we believe that getting content into the hands of your learners on any device should be simple—without any compromise on quality or complex technical challenges. For Johnson Controls, whose employees could be working in any location at any time, this is a must. **“The learning is device-agnostic, mobile-friendly and mobile-first, so people can use it when they’re out in the field,”** says Dave.

Many learners, such as technicians, are viewing videos when they’re on the move, with clients and customers, or in non-traditional workplace settings. Technical instructors also use the platform to teach employees on company iPads during classroom-based training sessions. They are able to easily search for, access and show videos to learners on tablets.

**“I showed a new person the front page of our video platform recently and their jaw hit the floor. They did not realize that all this learning content was out there and at their disposal. As a result of working with Instilled, we have all these amazing features to support our global workforce.”** – Dave Kadera, Video Producer, Johnson Controls

To discover the power of Instilled LXP for yourself, get in touch on [info@instilled.com](mailto:info@instilled.com).