



SERVICE DESCRIPTION

Digital Learning Content Services

Date
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1 Digital Learning Custom Content Design and Creation

At Omniplex Learning we combine your knowledge of your learners and business, with our team's expertise in digital learning to provide a truly effective learning solution you can be proud of!

Established as the only UK partner of Articulate (award-winning authoring applications) in 2009, we take advantage of our industry knowledge and expertise in Articulate 360 to transform digital learning within public sector organisations, delivering engaging and immersive experiences time and again.

Our team harnesses an array of cutting-edge authoring tools, including A360, Vyond, and PowerPoint, to create transformative digital learning journeys. Our internal Studio team made up of Content Developers, Instructional Designers, Animators, and Graphic Designers, are experts in getting results from these tools. When you choose to collaborate with us, you're not just choosing a service provider, but a strategic learning confidant who possesses unrivalled expertise in Articulate and Vyond, and the art of crafting compelling content.

Whether it is helping to frame your learning strategy, building an entire learning campaign, a standalone course or template; we will provide a solution that puts the learner first. We will work with you to capture your knowledge and convert it into a learning solution which will educate your learners and create an experience that will engage, inspire and most importantly, deliver to your required learning objectives.

We understand what makes learning design truly universal. We take the time to understand your needs and apply our expertise in user experience, learning theory, graphic design and learning design best practice, to create content that is meaningful, intuitive, and memorable. We will partner closely with you to ensure your learning showcases the unique culture of your organisation.

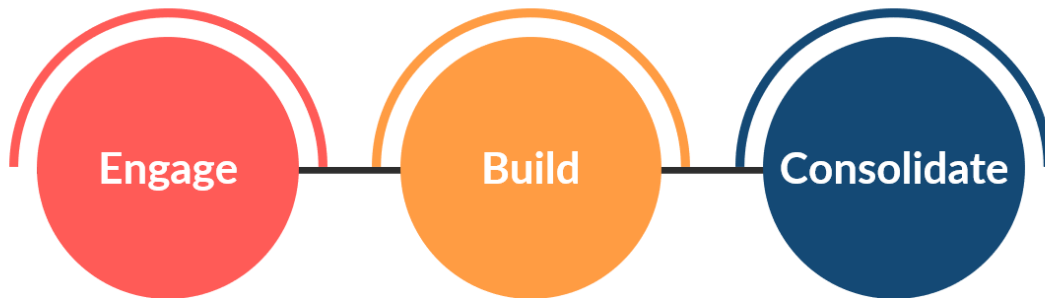
Using innovative technology and great learning design is just the beginning though; our aim is to make you eLearning content that is memorable, engaging and ultimately, delivers the results you want.

1.1 Our approach to your content

Creating and designing digital learning quickly and effectively is a challenge. Now more than ever our learners are demanding more from their digital learning solutions. Moving away from passive learning experiences, they have a desire to be more involved and 'hands-on' with their professional and personal development. Our

design approach also needs live up to the standard of their other daily digital experiences.

For optimum learning performance and ROI, we apply learning psychology to our design approach:



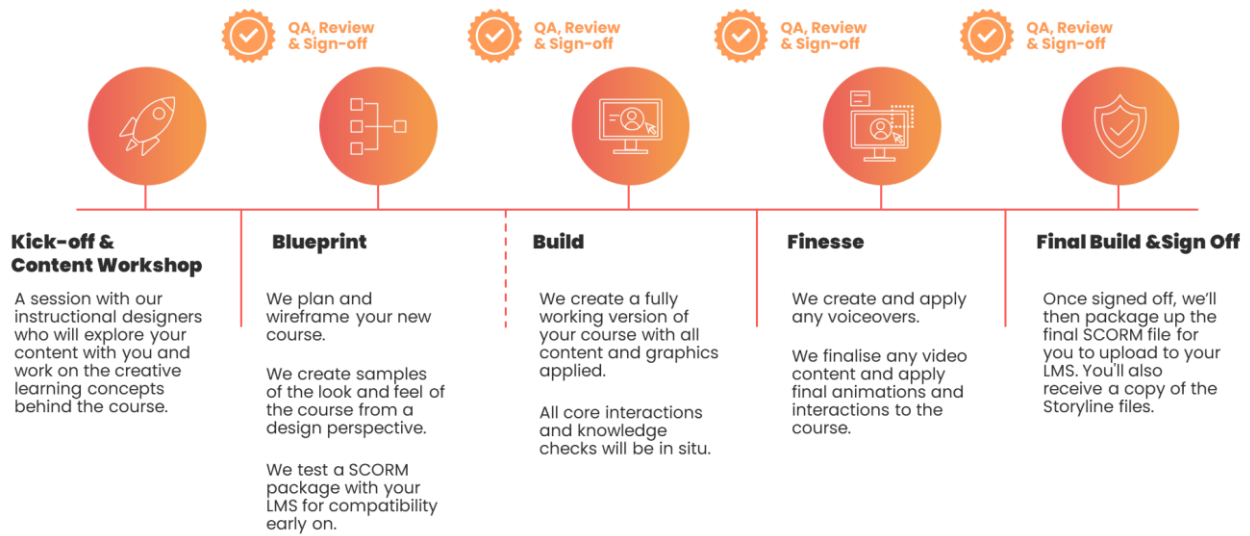
- **Engage** your audience and they will be motivated to learn. We will drive learner engagement by creating an appropriate 'hook' to pique your learner's curiosity from the beginning. This can be achieved through the introduction of a narrative, characters or an impactful animation designed to create an emotional connection between your learners and their content.
- We will **build** learner knowledge through simplifying the content and breaking it out into bitesize, digestible sections. We will reduce the cognitive overload, which we all experience when learning something new, by focusing on the "need-to-know" information. We signpost learners to supporting resources and further reading as required.
- We help learners to **consolidate** what they have learnt by exposing them to different scenarios where they can apply the skills they have learnt in a "safe-to-fail" environment.

1.2 Our development process

Our development process starts with our talented team of Instructional Designers (IDs). They will work with you in the early stages of your project to put the learner first and create the most engaging and informative narrative to meet your brief, budget, and timescales.

We then pass over to our in-house Graphic Designers, Content Developers and Quality Assurance Specialists to bring the narrative alive on screen. Throughout the whole process you will have a dedicated Project Manager to guide you through the creative process.

We customise our production process dependent on our clients' timescales and budgets, however our standard process follows these key steps:



1.3 Supporting a wider learning and organisational strategy

Overwhelmed with where to begin? Trying to embed multiple thought leadership and change strategies? We also provide customised workshops to support you and your learning professionals to help visualise and streamline your wider learning and organisational strategy:

- Content deep dive
- Creation of clear and measurable learning outcomes
- Embedding your strategic goals

2 Digital Learning Templates

Well-designed eLearning can transform a learning experience but despite its value; premium graphic design and expert knowledge of Articulate is not always achievable within an in-house team.

This can be down to several challenges felt by in-house L&D teams such as time constraints, resource availability or budget restrictions. This is where our pre-built Articulate 360 templates can help you!

Our team of graphic designers and content developers will create a suite of custom branded template slides that allow you to take a step back, relax and focus on crafting your all-important course content.

We think about the design, navigation, and the required functionality of your course: giving you complete autonomy to create your content at speed in a beautifully designed, pre-built framework.

- **Your content:** We want to empower you, and your team to create premium looking eLearning. We will give you all the resources and source files on completion.
- **Your brand:** We take your brand guidelines to create beautiful and intuitive courses for your learners.
- **Our quality:** We have years of experience creating eLearning courses for some of the biggest companies in the world. All our pre-built template packs are created to an industry-leading quality, every time.

We offer a range of different options including Rise 360 template packs and 3 different tier options you can select from our Storyline 360 template range.

Template Packs – Rise

	Rise	Rise+
Introduction	Welcome Banner, Text on Image, Bullet Point List	Welcome Banner, Text on Image, Bullet Point List
Basic Layouts	Text and Graphic, Statement, Image and Text, Two Column, Timeline, Bar Chart, File Attachment, Table	Text and Graphic, Statement, Image and Text, Two Column, Timeline, Bar Chart, File Attachment, Table

	Rise	Rise+
Interactions	Select to Reveal Text, Accordion, Process Interaction, Video, Select to Reveal Image, Markers, Sorting, Tabs, Carousel	Select to Reveal Text, Accordion, Process Interaction, Video, Select to Reveal Image, Markers, Sorting, Tabs, Carousel 3 Storyline Blocks
Graded Questions	Multiple Choice – Pick One, Multiple Choice – Pick Many, Text Entry, True and False, Drag and Drop	Multiple Choice – Pick One, Multiple Choice – Pick Many, Text Entry, True and False, Drag and Drop
Additional Items	+ Bespoke Graphical Elements	+ Bespoke Graphical Elements

Template Packs – Storyline

	Storyline Bronze	Storyline Sliver	Storyline Gold
No of Layouts	9	16	26
Basic Layouts	Welcome/Splash Screen Menu Text and Graphic (1 layout)	Welcome/Splash Screen Menu Text and Graphic (1 layout)	Welcome/Splash Screen (2 layouts), Menu, Text and Graphic (2 layouts), Section Header
Interactions	Select to Reveal Text (1 layout) Select to Reveal Graphic (1 layout) Select to Build Text and Video	Select to Reveal Text (2 layouts) Select to Reveal Graphic (1 layout) Select to Build Text and Video Hotspot	Select to Reveal Text (2 layouts), Select to Reveal Graphic (2 layouts), Select to Build, Text and Video, Hotspot, Carousel,

	Storyline Bronze	Storyline Sliver	Storyline Gold
			Timeline, Tab Interaction
Graded Questions	Multiple Choice – Pick One Text Entry	Multiple Choice – Pick One Text Entry True and False Multiple Choice – Pick Many Drag and Drop – Label Drag and Drop – Categories Results	Multiple Choice – Pick One, Text Entry, True and False, Multiple Choice – Pick Many, Drag and Drop – Label, Drag and Drop – Categories, Drag and Drop – Sequence, Pick Many Graphics, Pick One Graphics, Results

3 Examples of our work

We are extremely proud of the work we have created with longstanding clients, and we would love to share some hand-picked examples with you...

3.1 Our commitment to Support NHS Trusts

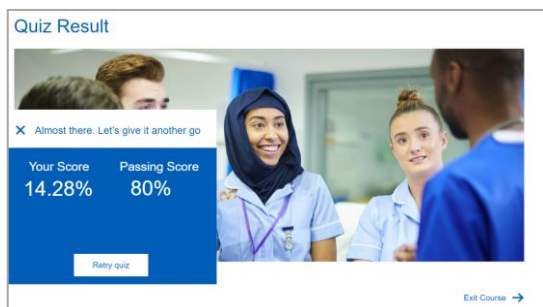
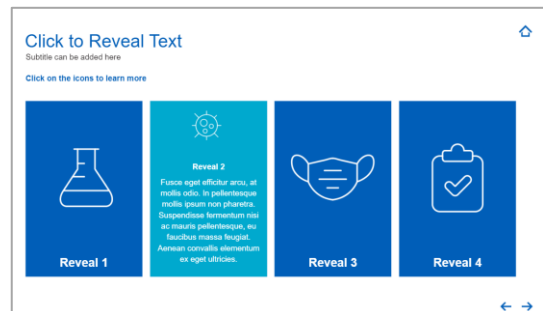
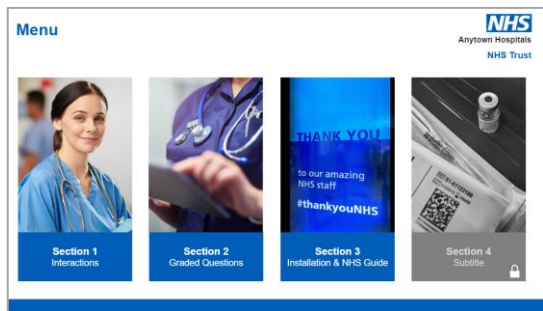
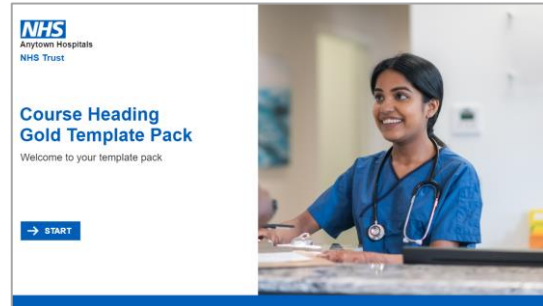
We have been proactive in providing much needed support to our NHS Heroes throughout the COVID-19 pandemic. Kicking things off in April 2020 by providing discounted software licences to anyone with an NHS email address.

Between April 2020 and June 2021, we have worked with 30 separate trusts issuing 133 Licences to the NHS at a 20% discount, this equates to a combined saving to the NHS of £13,965.

On the NHS's 73rd Birthday, we launched a complimentary template pack built in Storyline 360. Our set of templates were created with ready-to-use built in functionality and specifically designed to allow our NHS Heroes to produce informative and engaging digital content, on brand and without the need for developer expertise.

In its first month, more than 50 members of the NHS accessed the template pack and in a recent survey over 86% rated a 3 or above (out of a score of 5), for the overall experience when using their templates. The pack also improved their productivity, with clients saying that they had saved an average of 1-2hrs a week – that's 13 working days in total over the course of a year! (Based on an 8hr day)

We are committed to continuing to support our NHS heroes with plans to roll-out our Rise template pack by the end of this year.



3.2 Anti-Money Laundering Training with Aztec Group

Introduction to the Innovative Learning Journey

Aztec Group, a leader in the Financial Services Sector, identified the need to revamp their bi-annual Anti-Money Laundering (AML) training to make it more relatable and appealing to their predominantly young workforce, with an average age of 28 years. To address this, we crafted a fully immersive, gamified learning experience, departing from traditional 'click next' e-learning methods.



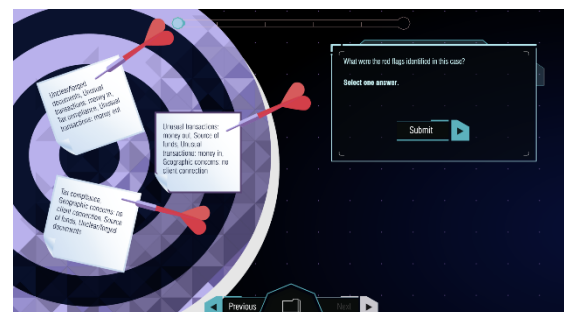
Phase 1: Engaging the Learner in a Film Noir Adventure

In the first module, learners were immersed in a Film Noir style narrative, playing a central role in investigating Mila Janssen, the owner of JamaiSilk. Tasked with scrutinising Mila's £5 million investment into Aztec's client, 'Scrupulous Partners', learners interacted with varied evidence and logged suspicious activities, mirroring the process of filing a real 'Suspicious Activity Report' (SAR). The course tracked responses, grading learners based on their decisions and insights, with only those qualifying as 'AML Heroes' passing the training. Feedback for this module was extremely positive, with learners praising its engaging nature, variety in information presentation, and the encouragement of critical thinking and practical application of knowledge.



Phase 2: Deepening the Experience with "The Darker Path"

Building on this success, we introduced Phase 2, "The Darker Path", elevating the narrative to a cinematic "neo noir" level. In this phase, learners assume the role of Private Investigator (PI) Decker, exploring a "Sin City" style environment to unravel a complex financial crime involving EVATION and Zundom Cars, a division of the Zundom Investment fund. This phase stands out for its integration of a tabbed case notes folder and a dynamic dashboard, enhancing the gamification aspect and aiding in detailed exploration of complex information. As learners progress, they compile a

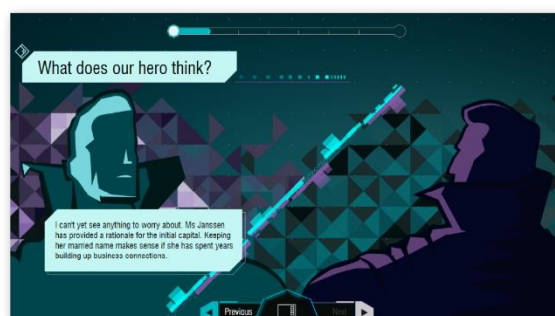
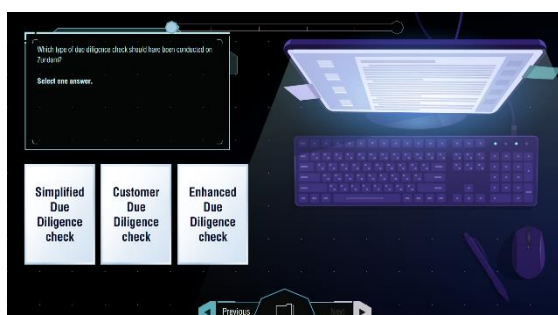


case report through structured questions, culminating in a final assessment where they have the opportunity to crack the case.

Series Evolution: Consistency, Engagement, and Learning Impact

Recognising the effectiveness of a continuous narrative, we transformed the Aztec training into a series. Maintaining a consistent theme, familiar characters, and an evolving storyline, the training has become more than just educational; it's a captivating experience that resonates with learners. This approach enhances learning retention and engagement, reinforcing our commitment to pushing the boundaries of traditional e-learning.

Feedback on "The Darker Path" has mirrored the positivity of the first module, with learners expressing high levels of engagement and appreciation for the practical application of their skills in a realistic, yet simulated environment. This enthusiastic response cements our belief in the power of narrative-driven learning to transform educational experiences.



3.3 Anti-bribery and corruption with MTC

MTC's Offender Managers work closely with service users (ex-offenders) to help turn their lives around and rehabilitate them back into society. A key part of their role is ensuring that compliance procedures relating to Anti-Bribery and Corruption are followed, whilst also maintaining a good relationship with their service users.

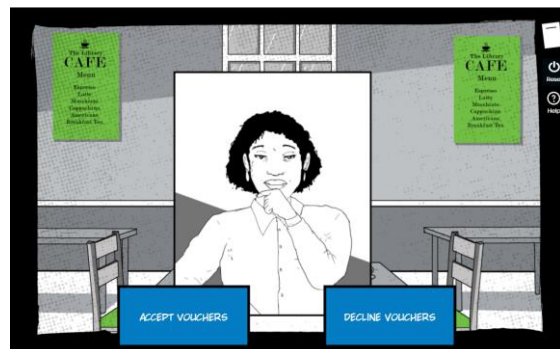
MTC wanted Omniplex to digitise and reinvigorate their previously Instructor-led taught Anti-bribery and Corruption training. They wanted an immersive and 'safe to fail' digital learning experience, giving learners an opportunity to navigate realistic and difficult scenarios.

Our Instructional Designers created 'The Choice', a fully immersive learning experience taking inspiration from Netflix's 'Black Mirror – Bandersnatch'.

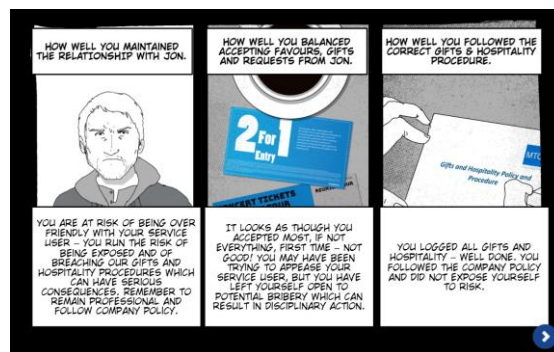
Bandersnatch is an interactive film which presents the viewer with a choice point, they then have ten seconds to make a choice before a default decision is made for them!

We created a branched, scenario-led, simulation which put the learners in the driving seat of the content. Our solution was designed with learner participation in mind; we worked with MTC to create emotive moments replicating the learners working lives.

Our approach encouraged metacognition – ensuring that learners understood the subject matter and allowing them to work through their own thought process. This influenced the end outcome (based on the decisions they made).



We gathered post-course feedback from a total of 492 learners. 73.7% of learners scored a 3 or higher when asked how relevant the learning was to their day jobs. We scored an average of 3.6 when asked if our design approach supported their learning. Finally, 92.8% of learners gave the overall rating of the learning experience a 3 or higher (based on an overall score out of 4).



3.4 Thames Water – Hazard Perception

We have been working with Thames Water since 2019 and in that time, we have created over 20 hours of learning content.

This includes their Company Induction training – a multi-module programme for new starts. Their induction programme is based in 'Thames Town' an interactive map which hosts specific content behind the various locations and buildings within it.



Throughout their induction programme, we have enhanced the learning experience for their learners by introducing gamified elements at key learning moments.

This includes the Hazard Perception 'mini-game' we created for their Health & Safety module.

The purpose of the game was to get learners thinking about the Health & Safety risks they may be faced with as part of their daily working lives. We took inspiration from the Hazard Perception test that UK Drivers must take to pass their overall driving test.

Learners are asked to interact with a moving scene, hidden within these scenes are various hazards which they need to identify and select as they see them.

At the end of the timed exercise, feedback is provided on the hazards they missed along the way, learners can then retake the test and practice their observation skills until they are happy with their level of awareness.

