gomo
LEARNING

Creating **beautiful eLearning** has never been so easy

eLearning authoring and delivery

Contents

Create, discover and deliver eLearning content the easy way

Gomo is a cloud-based, AI-assisted and fully responsive eLearning authoring tool that organisations use to collaboratively ccreate and distribute digital learning content.

With Gomo, learning teams around the world work together seamlessly, using cloud collaboration features and AI capabilities, to speed up the eLearning production process and take the headache away from creating, delivering and updating eLearning content.

Whether you're a learning designer looking for beautiful templates and simple delivery, or a large organisation needing a custom look and feel, team collaboration features and more, **we've got you covered.**
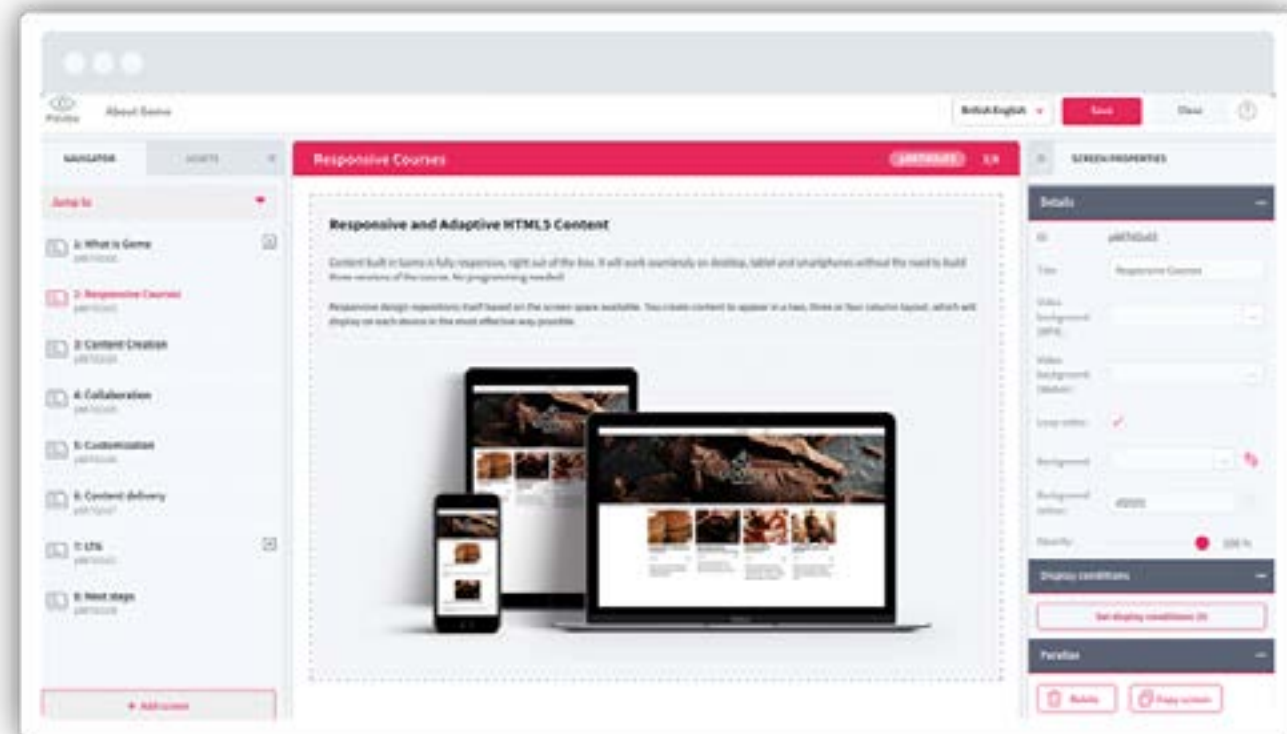
Authoring
Content creation

Easily create interactive content

Video, audio, graphic and text content are just a 'drag and drop' away with Gomo's intuitive user interface, bringing your organisation fast, flexible content creation.

Responsive and adaptive design

Column layouts ensure content is displayed on each device in the most effective way possible. Plus, content will adapt automatically, always remaining user-friendly and beautiful.

Quick start

Forget about complicated software. With Gomo, you're up and running in minutes—just log in through your web browser and start working. In fact, thanks to single sign-on (SSO), logging in is a breeze—making your authentication process swift and secure. Plus, you can start creating your content straight away with our quick-start wizards!

Easy course management

Our course manager will display the structure of your content, giving you an at-a-glance view of your project and production progress.

Branded templates

Capture your brand's colours, fonts and styling in a Gomo theme and apply it with a single click to your courses.

Display conditions

Display conditions allow authors to easily create device-specific content or content based on any other project variable. Want to display a detailed graphic for a desktop display and a simplified readable version for smaller mobile screens? No problem.

Multiple language support

Translations are easier with Gomo's multi-language capabilities that support over 160 different languages. Build course content once in your default language and export it via XLIFF for your translation agency. Once you have your translation, simply import the file back into your course, and you're ready to go. Alternatively, you can skip the exports altogether and use Gomo's OpenAI-powered translation capabilities for rapid and naturalistic auto-translation.

Rich interactive assets

Gomo helps you to display your information in a variety of rich and interactive formats. Assets include accordions, carousels, image walls, tables, filmstrips, comic strips, zoomable images and numerous question types. You can also embed third-party web content directly into your courses with our iframe asset.

Rich design and editing capabilities

Easily align your assets for maximum design flexibility. Left-, right- and centre-justify your images or get them to fit to width. Our in-built image editor lets you modify your images. Take advantage of powerful actions that allow you to enhance the interactivity of your courses—link to screens or sub-screens, external web links, group resources and more.

Quizzes

Create engaging quizzes to test knowledge and understanding. With Gomo, you can combine a variety of question types to create a full course assessment—or use question banks to produce randomised assessments.

Authoring
AI-powered add-ons

Supercharge your workflows and eliminate instructional design busywork with Gomo's array of AI-driven capabilities.

Automated translation

If you've got a corporate OpenAI account, you have everything you need to automatically and quickly translate your learning content—whether you're looking to translate individual assets or entire courses.

Naturalistic translation styles

Thanks to recent advances in generative AI, your automated translations won't just be quick to assemble. They'll also capture the nuance of human writing, which means you don't have to compromise quality for convenience.

Data security for maximum peace of mind

Since Gomo integrates with OpenAI, the only place you're sending data to is your pre-existing OpenAI account.

Authoring
AI assistance

Once your learning designers have created the beautiful and asset-packed content you can expect from Gomo-powered courses, they won't want to get bogged down in peripheral work. Luckily, with the help of Gomo's AI features, they won't have to.

AI-powered content review

Even the best content can benefit from a review. Check for improvements and receive suggestions with the help of Gomo's AI integrations, automating what's usually a time-intensive process.

Automatically generate learning objectives

Establish exactly what your learners are expected to get out of your content without lifting a finger. With your OpenAI account plugged into Gomo, these crucial details are taken care of for you.

Effortlessly produce summaries and conclusions

Creating learning content is hard work. Why make it harder? Gomo takes the strain out of endlessly poring over completed content by rapidly digesting your content and distilling it down to its essentials: the perfect way to augment your courses with accurate summaries and conclusions that count.

Authoring
Collaboration

Boost productivity with our collaborative content development functionality that allows your team to work together seamlessly, no matter where they're based.

Easy permission settings

Gomo's permission settings allow you to put the right people into the right roles: administrator, editor or reviewer. And, because we're cloud-based, there's no software required!

Online review/preview with full workflow

No more spreadsheets and email trails—your courses can be reviewed live in the cloud and edited by multiple people simultaneously. Include your subject matter experts in the review process and add review notes directly into the course preview with full workflow and task assignment.

Distribute courses for review with share links

Want to make it easy for your stakeholders to review content? With share links, your subject matter experts are only a click away from accessing the content they need to examine.
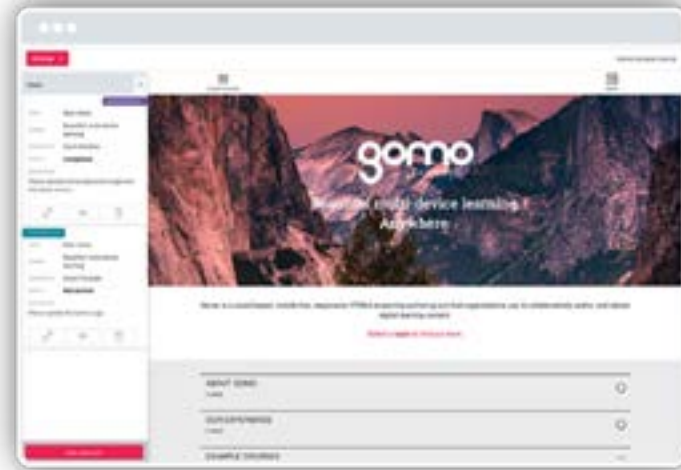
Authoring
Customisation

Make your eLearning your own with our customisable library of beautiful themes.

Achieve a consistent brand experience

Gomo's theme library lets you create your own eLearning themes with pre-made eLearning templates that can be used time after time.

Simply choose your brand colours, upload your brand font, add your logo and away you go!

Rebrand in an instant

Need to rebrand your courses? Because Gomo's themes are separate from your content, simply update the theme and see all courses updated in an instant.

Library of themes

With a Gomo subscription, you have access to a vast repository of stylish themes you can use for your projects. New themes are added regularly so your content always looks fresh.

Powerful theme configuration

All themes can be adjusted to match your brand or project requirements—from colours to fonts to placement. You can also save your theme edits so that you can use them again. And if you need support with a fully custom theme created by one of our developers? Please get in touch!

Delivery

Getting content into the hands of your users is easy with Gomo. Deliver instant content updates to LMSs with a single click, taking the headache out of multi-device publishing.

Publish to Bridge

Gomo's delivery service is already convenient, but when it's combined with our powerful LMS partner, Bridge, you can enjoy a complete solution from design to delivery.

Hassle-free multi-device publishing

From one single HTML5 code base, content can be effortlessly published once and accessed immediately on desktops, tablets and smartphones.

Top course performance

Gomo automatically publishes the smallest files possible, ensuring the course is fully optimised and offers lightning-fast performance.
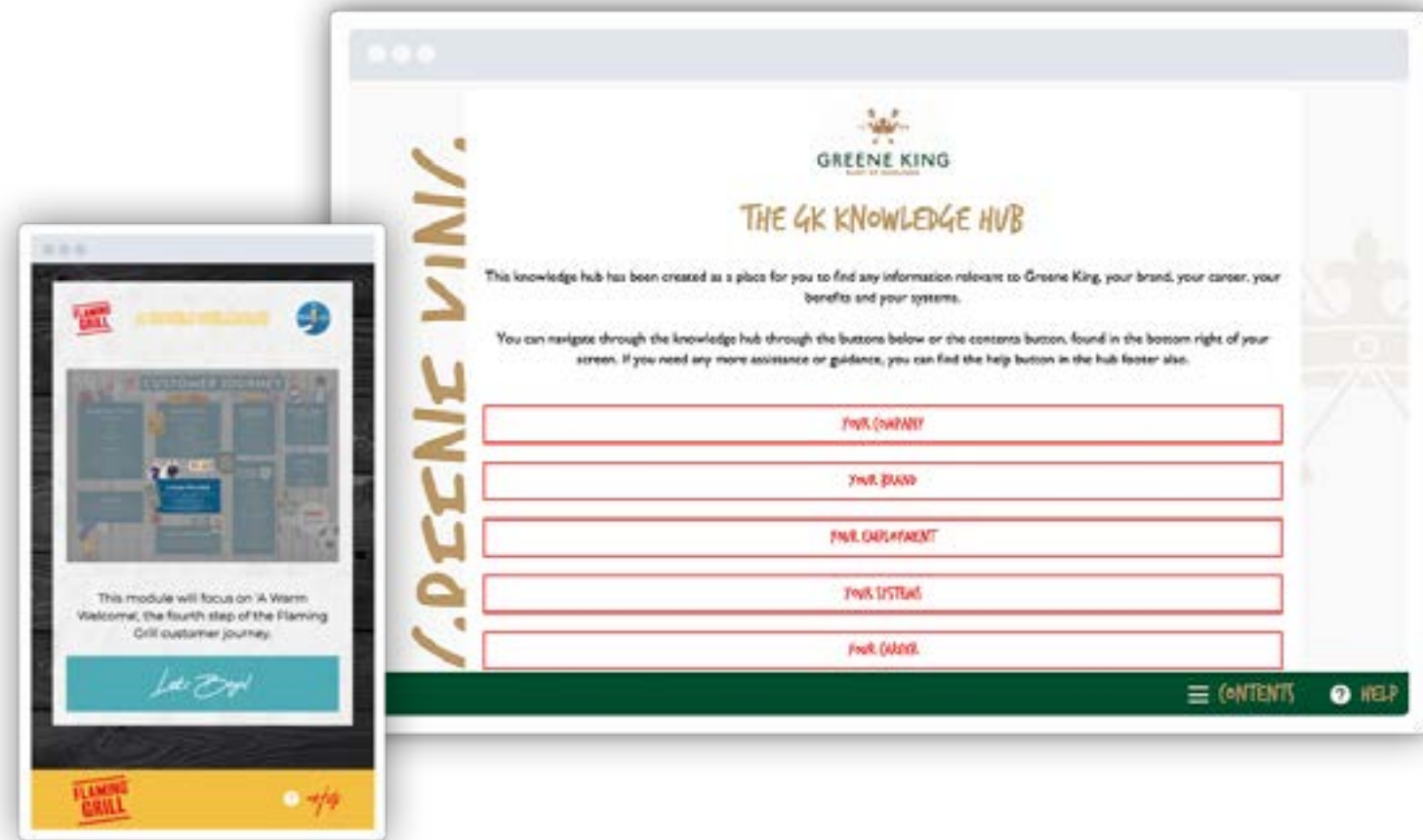
Easy updates

Need to make a change? Update the course in Gomo and the whole world instantly sees the new version. Plus, thanks to the Gomo Delivery dashboard, you can easily maintain different versions of the same course across various LMSs.

SCORM LMS Wrapper

With Gomo's SCORM LMS wrapper, you can embed Gomo courses directly into any SCORM LMS. This is done using our SCORM LMS wrapper file (a tiny file of around 17KB!) Once embedded, your courses can be updated instantly without the hassle of republishing, uploading, downloading or engaging with SCORM, ZIP, FTP and so on. Your LMS users will immediately see the new version, saving you hours of time and hassle.

Sustained support throughout your Gomo journey

Whether you're onboarding one or 100 new authors, our dedicated support team offers custom training sessions to help you get the most out of Gomo.

Demos when you need them

We're always on hand to help as you become familiar with Gomo. We'll reach out to make sure you have everything you need and offer you a demo or walkthrough, allowing you to ask as many questions as you need.

Knowledge Base

The Gomo Knowledge Base is an important resource for customers, allowing easy access to context-sensitive help. Simply start typing a question and the platform will recommend the most suitable articles from the hundreds available.

The Gomo Academy

Gomo Academy lets you access a wealth of training materials like videos, feature tutorials and content examples.

The Academy runs alongside the existing Knowledge Base and provides access to searchable, categorised and chaptered material including:

- Access to training videos

- Tutorials when new features/functions are released

- Example outputs from the tutorials

- Content examples, including sample courses and a reference library

Accessibility

Delivering accessibility is a never-ending process. That's why we're always hard at work behind the scenes to ensure your Gomo creations can be enjoyed by as many learners as possible.

As such, Gomo conforms to an array of success criteria in the Web Content Accessibility Guidelines 2.1 standard. Our latest audit found that several key features actively contribute to Gomo's accessibility level for learners, including:

- Device-agnostic responsiveness that meets orientation and text spacing requirements

- Theme customisation that meets colour and contrast guidelines

- A swathe of behind-the-scenes capabilities that address requirements like captions, sensory characteristics, text resizing and more
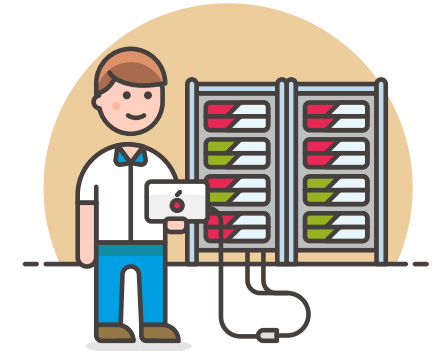
Case Study
TDK Corporation

With over 100,000 employees speaking 10 core languages and spread across four continents, TDK needed to streamline its content creation and delivery processes. TDK had recently invested in a new LMS and needed a content authoring tool that would facilitate its vision of creating visually pleasing and interactive content that would make learning fun, interesting and able to improve knowledge retention.

TDK set up an international team to find a suitable authoring tool. Gomo was an obvious choice thanks to its modern and user-friendly interface as well as the ability to rapidly craft quality content that could be localised for global audiences.

To support TDK's need for a quick rollout, Gomo provided an enhanced support package to ensure TDK's learning designers could author content quickly and efficiently. This included updating Gomo's training resources to include new languages—helping local divisions adjust to using the tool.

The outcome:

Gomo's display conditions and branching paths helped drive engagement and provide a journey personalised to each learner. The tool's advanced multi-language localisation options helped cater to TDK's diverse, global audience of learners.

Since using Gomo, TDK has experienced better performance from courses authored by local teams. Within a month of rolling out the new corporate LMS, 2,000 employees were consuming Gomo-authored content. Within a year, TDK had scaled its eLearning from 2,000 to over 15,000 learners.

"The Gomo team not only sped up their microlearning creation plans to assist us in training our authors, but they also worked with our regional colleagues to create and incorporate captions for this training in languages such as Japanese. Their flexibility and willingness to support us to overcome this challenge has allowed us to achieve our goal of training more than 150 authors worldwide within the first year of introducing Gomo."

– Panagiotis Argyropoulos, HR Service Partner, Training & Development Department, TDK Corporation

Case Study
Greene King

As a leading pub company and brewer, Greene King's digital learning team needed to deliver up-to-the-minute compliance training to its 39,000 learners that reflected evolving guidelines around serving food and drink. This challenge was magnified by the fast pace of pandemic-era regulatory change, and it meant that these rapidly authored additional courses didn't just require constant and immediate updates—they also took valuable time away from Greene King's workforce.

The company was conscious that, in an industry primarily staffed by hourly workers, time lost to additional training comes with significant cost implications. As such, Greene King needed to ensure that its training could be completed quickly and easily.

On top of these preoccupations, Greene King's employees are also frontline team members who don't routinely use laptops or computers as part of their roles, with many choosing to use personal devices to complete training courses. When Greene King first encountered Gomo, the organisation needed a responsive authoring tool that could seamlessly display learning content on laptops, tablets and phones.

The outcome:

Greene King embraced Gomo's fully responsive design, leading to its audience of phone users reducing time in learning by 33%. This isn't just a general boost to efficiency—it's also a notable financial saving for an organisation that largely employs hourly workers. This reduction in learning time can be attributed to Gomo's intuitive interface, as learners don't need to spend time puzzling over how to interact with their eLearning courses.

In fact, Greene King surveys show that learners rate their courses an average of 4.5 out of 5 for ease of navigation—an impressive feat in a multi-device learning environment. And it's not just learners that benefitted: thanks to Gomo's seamless theme implementation and LMS-free updates, Greene King's digital learning team produced over 100 learning projects to the highest standard in 2022.

"Since many of our learners use their own devices, we needed truly responsive learning - our courses had to do more than shrink down or force learners to switch to a landscape layout. Just as importantly, we needed to achieve this level of responsiveness without the need for coding expertise. That's why Gomo's mobile-responsive elements were a huge tick for us."

– Sarah Talbot, Learning Design Manager, Greene King

Case study
Rentokil

Rentokil Initial's U+ Content Development Centre provides digital learning to around 30,000 employees worldwide, but was finding its previous compliance courses cumbersome. It also needed to make the move to mobile-ready learning for learners who were often on the go.

The Rentokil Initial team set out to find an authoring tool that its existing programmes could be migrated into. By using Gomo to convert Flash-based content into HTML5 eLearning, it wanted to ensure that rich multi-media material would flow smoothly and provide a great learner experience on any device.

"You would expect there to be issues with the conversion, but we haven't had any. That's the main reason we went with Gomo. It allows us to be more productive within that responsive, multi-platform requirement."

– Alejandro del Mazo Alonso, Rentokil Initial's U+ Content Developer.

The outcome:

Rentokil Initial's content designers created around 100 separate modules in their first year of using Gomo, refreshing old content and distributing new courses quickly and stylishly with the help of one of Gomo's simple (yet striking) on-brand custom themes and fast development cycle.

The Rentokil Initial team uses these projects to provide training to both employees and customers in 22 languages with the help of Gomo's translation capabilities.

The Global Induction course, which takes around 30 minutes, was taken by 11,697 Rentokil Initial colleagues in the two months following its launch.

Case study
Warner Music Group

As an international collective, Warner Music Group is highly compartmentalised. From an L&D perspective, this means that the Group has an array of different learning requirements for its various arms and departments, but a limited L&D function catering to its 5,500-strong workforce.

As such, the Group needed a way to empower its subject matter experts (SMEs) to quickly create and review quality learning content at scale, ensuring that every discrete part of the collective received the engaging and expert-driven training it needed.

The Group also wanted to build in-house digital induction modules for its onboarding process to manage a large employee base with turnover rates typical for the creative industries while ensuring a virtual environment didn't exclude less digitally savvy employees.
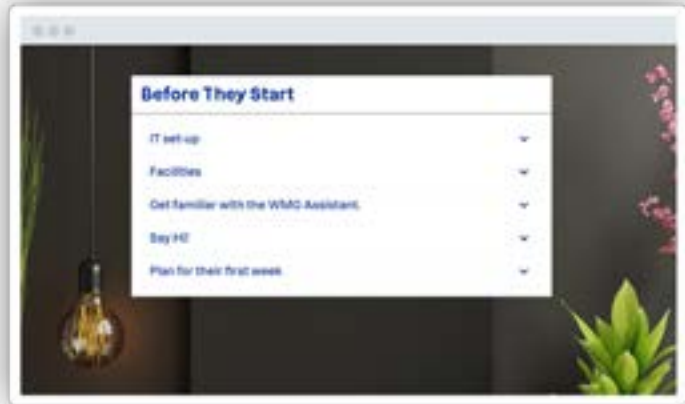
WARNER MUSIC GROUP

The outcome:

Warner Music Group credits Gomo with acclimatising a less technologically adept workforce to digital practices, which led to the creation of a 100% digitised induction process.

This enthusiastic adoption of digital practices also pertains to Gomo itself, as the Group's SMEs have embraced the process of creating and owning their learning content. This has led to a sizeable reduction in digital learning-related queries to the Group's central people experience team.

In addition to using Gomo for onboarding and to train employees in the use of digital tools, the Group was also able to rapidly produce learning content in line with its strategic objectives. The Group's L&D team was, for example, able to build and send out purchase order training for a 1,000-strong audience with a rapid six-month turnaround. The Group has since expanded its uses for Gomo to encompass business transformation and change management projects.

"Our use cases for Gomo have evolved from mandatory onboarding to change management projects in areas like finance. Gomo allows us to create short, sharp learning pieces that now form part of a playlist for explaining how the business works - which is especially important since finance touches every single part of the business."

- Robin Lal, Product Success Manager

Some happy customers

"If I look at how our designers felt pre-Gomo, compared to how they feel now, there's been a huge growth of self-confidence. It used to sometimes take weeks to get projects through the process - we can now turn a course around in a day."

– Centrica

"Gomo is really having an impact on the trust. I'm also getting Gomo requests from nursing units with highly specialist professional development learning needs. Subject matter experts find it effortless to put their vision into place when it comes time to work in Gomo."

– Leeds Teaching Hospitals NHS Trust

"We've seen an increase in completion rates since moving to Gomo. Our courses can now be completed on mobiles and tablets, which is a huge win for us. It looks great on every device."

– Rentokil Initial

"As Gomo is template-based, it allows us to create a consistent look while tweaking each course. We're a new online learning team, and having that help to drive consistency in terms of structure and quality is great."

– Domestic & General

"New legal decisions were made … leading to a need for constant and rapid course updates. This was a perfect example of the ease and agility that Gomo provides, and it felt great to have the confidence that we could make meaningful updates without any fuss."

- Greene King

"Partnering with Gomo for our in-house content creation needs has allowed us to remove the roadblocks for our SMEs. We're able to … ensure that SMEs don't get bogged down in the authoring world and allow them to focus on getting their invaluable knowledge into the hands of our people."

- Warner Music Group

Trusted by...

Try Gomo for free

Try Gomo for yourself with a free 21-day trial—no credit card required!

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Request a demo

Let us show you around! Request a demo and we'll be in touch to set it up.

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