**ONPOINT**

**OnPoint's CellCast Solution is a fast, economical and innovative way to create, notify, deliver and track audio learning content (e.g., spoken word, podcasts) along with associated interactive assessments and surveys to mobile workers via any cellular phone, VOIP client or standard telephone handset.**

## ➤ CellCast Technology Overview

OnPoint Digital now offers a set of telephony-based learning-enablement tools that enhance the way our customers communicate with and train their mobile workforce.   We refer to this new offering as "CellCasting" and it is available as an add-on module to OnPoint's mLearning Pro™ mobile learning offering.  Think of this functionality as "podcasting without the iPod," where anyone with a mobile phone can access, review and act on their assigned "CellCast Session" much as they would access and listen to a stored/waiting voice mail message. Mobile workers also have searchable access to their organization's complete library of published CellCast sessions for just-in-time learning on any subject while in the field or at the point of service delivery.

And OnPoint CellCast sessions offer a level of interaction and interactivity to ensure the content was actually heard and understood via (a) a time-logging component, (b) some simple IVR functionality, and more importantly, (c) the collected results from each completed (or incomplete/aborted) CellCast Session, logged and tracked as part of a learner's overall training and performance profile.

### mLearning Background

Delivering and tracking learning content sent out to wireless devices and PDAs has long been a challenge to organizations with mobile workforces.  But OnPoint's CellCast solution makes it easy!  Using "Learning Nugget" functionality, which allows smaller pieces of an online course to be repackaged and sent to users outside of the learning environment (to a mobile device or even as an attachment to an email), organizations can quickly and easily deliver audio announcements, learning reinforcement sessions and retention assessments to the most common mobile device – the telephone (cellular or landline).

### What is CellCasting?

CellCasting is a next generation learning enablement and communications solution best described as an easy, cost effective means of "podcasting" information (via "*push*" or "*pull*") to any person on any phone and tracking the results/data collected from these CellCast sessions.

Typical **Use Cases** include:

- ➤ "Spoken word" **training** for mobile workers/road warriors Simplified **data collection** and field force automation tools
- ➤ Support for ongoing learning **reinforcement and retention** measurement for all knowledge workers
- ➤ Distribution and receipt confirmation of **alerts and notifications** to any group at any time
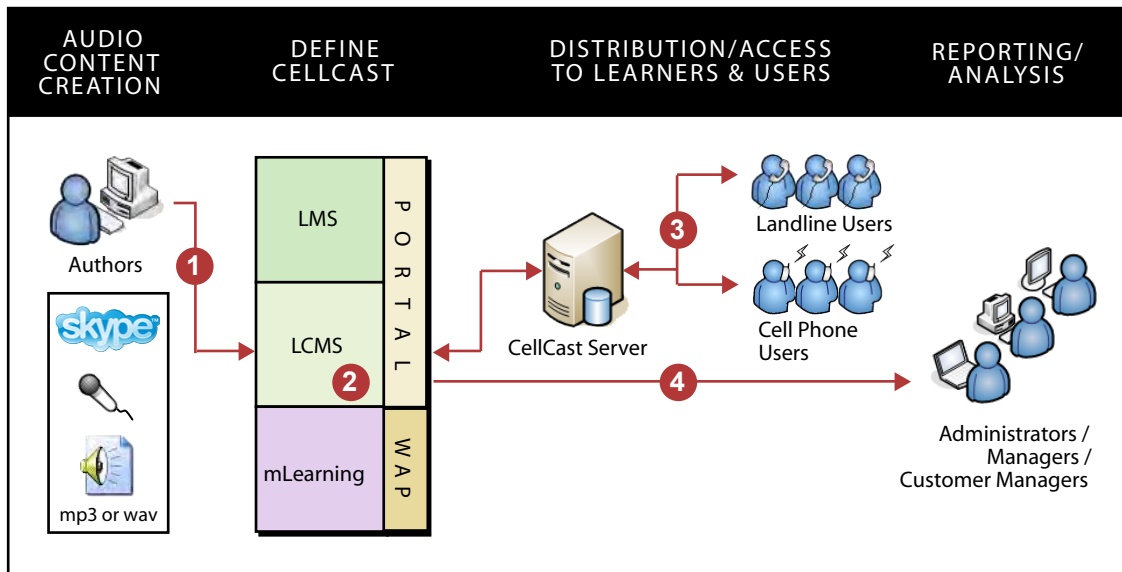
*Who needs an MP3 player?*

With OnPoint's

CellCast technology,

organizations can easily

deliver audio content and

collect response data

– all to/from their learners'

cellular phones!

## ➤ CellCast Content Creation, Delivery & Tracking



### So how does it work?

**Step (1)**  First, content authors create or acquire an audio file and upload it into the OnPoint LMS/LCMS database as a rich media asset.  Even existing files like text-based PDFs can be automatically converted to spoken word content with inexpensive tools.

**Step (2)**  Next, expand the functionality of your CellCast by adding assessment questions (T/F, choice, numeric or comment) to measure understanding or to gather information.  Stored questions are converted to spoken word audio automatically!  Then, define the date/time you want your CellCast session activated, draft the SMS text message to notify assigned learners, and publish your CellCast.

**Step (3)**  Learners call in to access their assigned/available sessions, listen to the audio podcasts, and interact via their phone's keypad if there are any tests or surveys.  CellCast playback includes standard functions like Rewind, Fast Forward, Pause and Bookmark.

**Step (4)**  CellCast tracking is automatic -- adding Learner results directly into the OnPoint LMS, including their call origin, time/duration, and any question response data.  Managers can then access this data for reporting the progress/completion of assigned CellCasts.

## ➤ Summary of Benefits

The benefits derived from OnPoint's CellCast solution are immediate and easy to measure including:

- ➤ **Simple Yet Powerful** – The simplicity of the application's delivery model (using a phone!) masks the complexity of the underlying architecture and management features it offers.
- ➤ **Next Generation** – A perfect technology match for the way knowledge workers (especially Millenials) want to learn and develop both professionally and personally.
- ➤ **Quick & Cost Effective** – New customers can try out and measure their improvements/results almost immediately without making a "platform decision."  CellCast services can be instantly enabled for existing OnPoint LMS/LCMS customers and support for other LMS platforms is also available (requires integration).
- ➤ **Unique** – OnPoint's CellCast Module extends the functionality of our core applications, and allows business customers to deliver and track training/development and communications efforts in new ways.