

Bite-sized and Just-in-time, Squigl Videos Promote Corporate Learning



“The Rook Strategies team has chosen Squigl as an integral component in our learning design deliverables. Rook instructional designers integrate Squigl videos as part of eLearning lessons developed in rapid development tools like Storyline and Captivate as a way to simplify highly technical and scientific topics. Our team has found that our clients have responded to the idea of Squigl “learning bites”. These videos are produced independently for efficient transfer of learning that can be shared within their internal shared media platforms.”

-Laura Sanchez, Sr. Learning Consultant

Squigl Makes a Difference Where it Matters

65% of people are audiovisual learners. Historically, learners complained the time spent on e-learning courses removed them from productivity. Rook has seen a measurable increase in the completion of learning tracks since the integration of Squigl into the courses as learners remain productive.

Rook Strategies experienced 3 main benefits from their bite-sized Squigl videos:

1. Increased attention and retention of information.
2. Increased ability to stay productive while completing short relevant courses.
3. Decrease course creation time for learning designers and course developers from 80 hours to just 16 hours.

Rook Finds a Way to Stand Out from the Crowd

In their continued focus on learner engagement, Rook has incorporated Squigl as a regular component of their elearning courses. The addition of these videos has offered learners something different from the "same old..." offered by Rook Strategies competitors. Their clients serve learners in corporate education, many of whom are not required to complete the courses provided to them.



Rook Integrates an Efficient and Cost-Effective Solution

Senior Instructional Designer Laura Sanchez was impressed by Squigl's easy to use UI and game-changing PowerPoint presentation enhancement toolkit.

She transformed training material from text and slide decks into engaging Squigl video content. Those videos offer learners timely, relevant information. And her video content development time was significantly reduced, freeing her up for other important tasks.

Laura can now serve her learners with an innovative form of content created directly from valuable material that Rook's clients had spent over 1 million dollars and hundreds of hours creating.



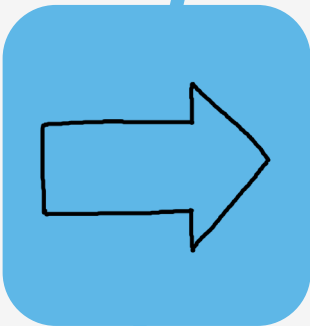
Working with Squigl, Laura was able to offer her learners "learning bites" with just-in-time information, as stand alone courses, as drip or micro-learning videos that traditionally would be weeks behind the initial need. Learners improved performance and created process efficiencies. The critical information needed is now available in bite-sized snippets delivered quickly.

Laura and her team saw a decrease in course creation time for their learning designers and course developers from 80 hours to just 16 hours.

Learners & Content Creators Find a Match with Squigl

Rook Strategies understands that 83% of human learning is visual and that the today's learners, especially with work being increasingly remote, expect video content to be part of the training and learning experience.

Since Rook Strategies' partnership with Squigl, learners reported an increased ability to stay productive while completing short, relevant courses. And Learning Experts indicated significantly decreased course development time.



Squigl's Transforms Your Learning Content

During the first phase of rolling out Squigl, Rook Strategies found a workforce that was more satisfied with it's learning opportunities without falling behind on other important work.

Like Rook Strategies, your organization can leverage Squigl to create countless eLearning courses, offering critical content to your learners in easy-to-consume and highly retainable videos. Find out more and try Squigl for yourself today.