



## Case Study

# Xerox uses Raptivity for enhanced interactive training sessions

*"We were looking for an easy to use, rapid elearning content development tool for our Adobe Connect Virtual Classroom environment to create learning content reinforcement along with some fun games. And the price was right"*

Carie Blum, Learning Technology Solutions Manager, Xerox

*"Raptivity allowed us to become a little more creative and not use just flat PowerPoint files. .... I love it – it is fast and easy and the output is nice." - Carie*

## About XEROX

### **Xerox: Ready for Real Business.**

Xerox is the world's leading enterprise for business process and document management. Their technologies, expertise and services enable your business to operate more efficiently and effectively, whatever the situation.

## Challenge

As a Learning Technology Solutions Manager at Xerox, Carie Blum is responsible for selecting eLearning content development tools for enhanced training sessions. The training sessions need to be interactive and fun, yet provide content efficiently. Staid PowerPoint slides do not really capture the interest of the audience. So, the challenge for Carie lies in finding rapid eLearning content development tools that ease course creation for instructional designers.

## Solution

With the help of Raptivity's easy-to-create learning interactions, the Xerox team could easily create various types of learning interactions for use in virtual classrooms. Some of these served as standalone SWF files. This reduces the time spent in creation as every interaction model can be easily customized and published for use in elearning courses. Raptivity particularly was useful for virtual sales training at Xerox.

## Benefits

The rising demand for developing eLearning courses and games quickly is served best by Raptivity. Raptivity's interaction model is the easiest way to create fast, easy, fun and engaging training sessions for learners. One doesn't require any programming skills for its creation. Raptivity can output these interactions in single SWF file or HTML5 format, for ease-of-use.

The most effective way of presenting information so it can be understood and retained is by creating an interactive learning experience.

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