Insights on Evolving Distributed Workforce Learning and Performance Trends

2021

Rallyware

In the remote and distributed world of work today, creating a culture of continuous learning and boosting performance is top of mind for many business leaders. Keen to dive deeper into the latest trends in learning and performance, we at Rallyware set out to analyze distributed workforce behaviors - how are individuals consuming content? What are their preferred platforms?

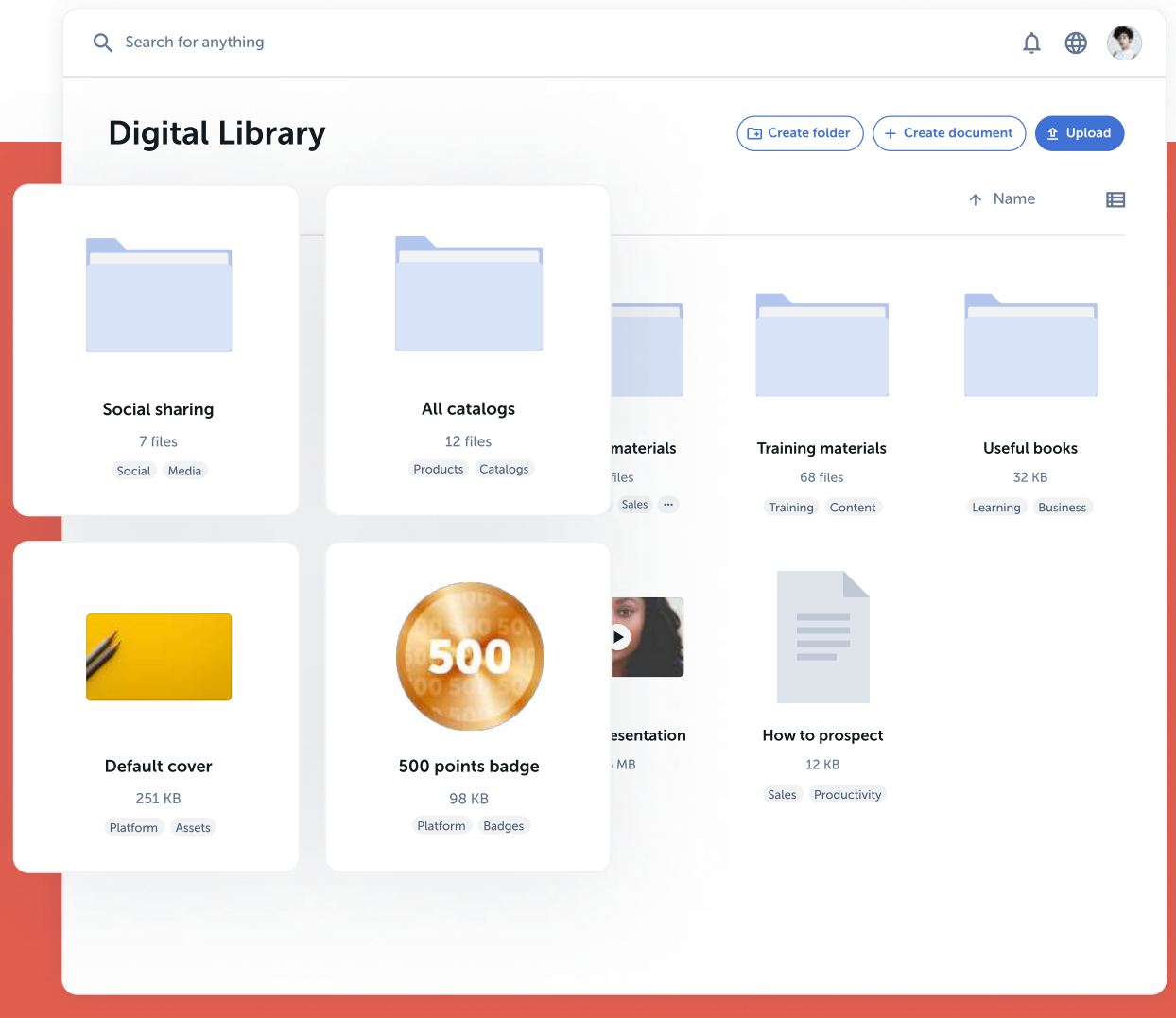
Trends in user activity & learning preferences point towards mobile-first

It is no secret that, for millions of individuals worldwide, mobile devices have become a daily fixture. According to recent figures from Statista, mobile internet traffic today accounts for more than 55 percent of total web traffic, while in 2020, the number of unique mobile internet users stood at 4.28 billion, which indicates that more than 90 percent of the global internet population use their mobile devices to go online.

Rallyware has always embraced and adhered to a mobile-first approach, one that allows workforces to follow the path of success from any connected device, from their very first moments with a company. Recent analysis into preferences is in line with the mobile-first mindset: usage of mobile apps is growing exponentially.

How are individuals choosing to view and download their training and business content? Over the past few months, we have observed 20% more views for learning and business content available on the Digital Library through web browsers, compared to mobile. Yet when it came to the downloading of content, mobile was the preferable avenue - with more than three quarters of the file downloads made through the mobile app. Downloads from both mobile and web accounted for 83%, while downloads from just web browsers accounted for 17%.

An integral tool for any enterprise today, a smart Digital Library supports the uploading and hosting of all important resources and materials, from standard documents, to videos and audio files with robust search capabilities. This tool also allows for designated users across the organization to easily share content with one another.



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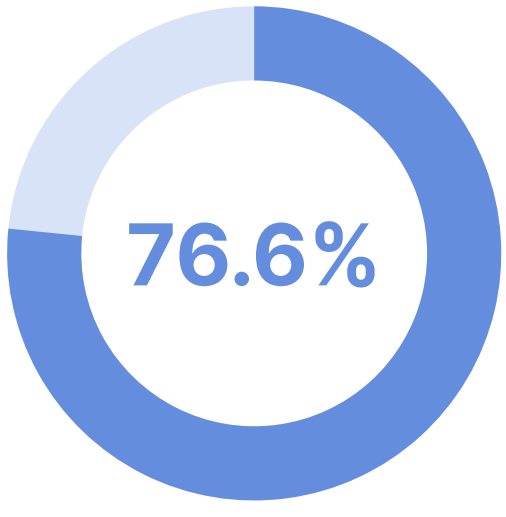
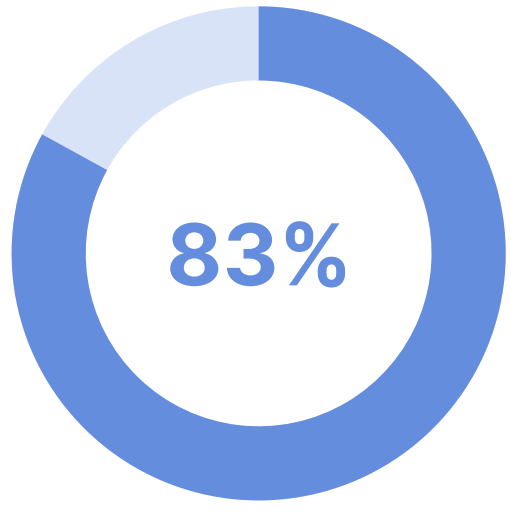
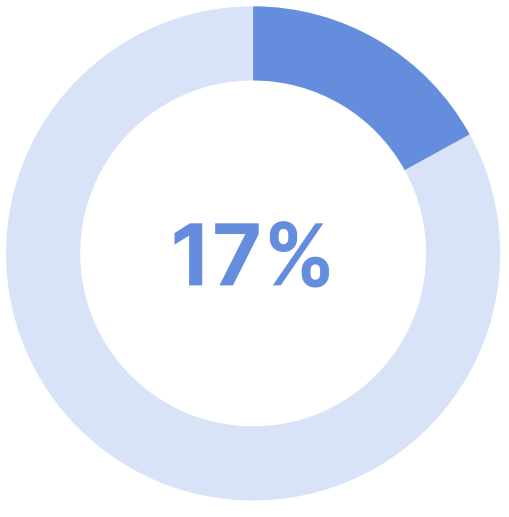
Downloads



App

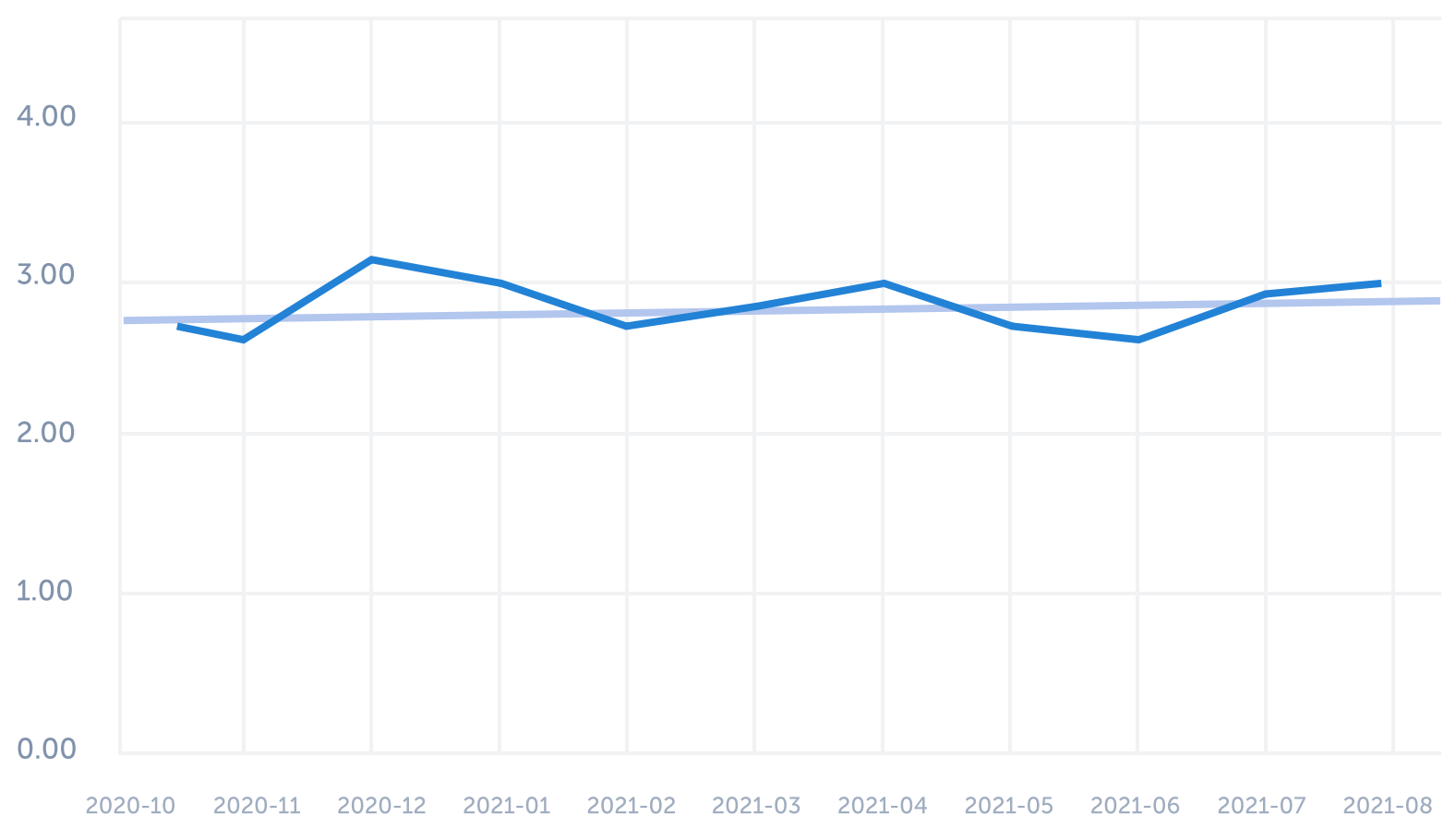


Mobile
(app + web)



Web

Based on the information gleaned about user sessions over the last 12 months, we discovered that users prefer mobile apps over the Web (both computer devices and mobile browsers), and they had 2.8X times more sessions with the native app. As we can see on the graph below, there is an upward trend for the number of Mobile sessions over Web sessions.



Mobile over Web sessions superiority by month, X times

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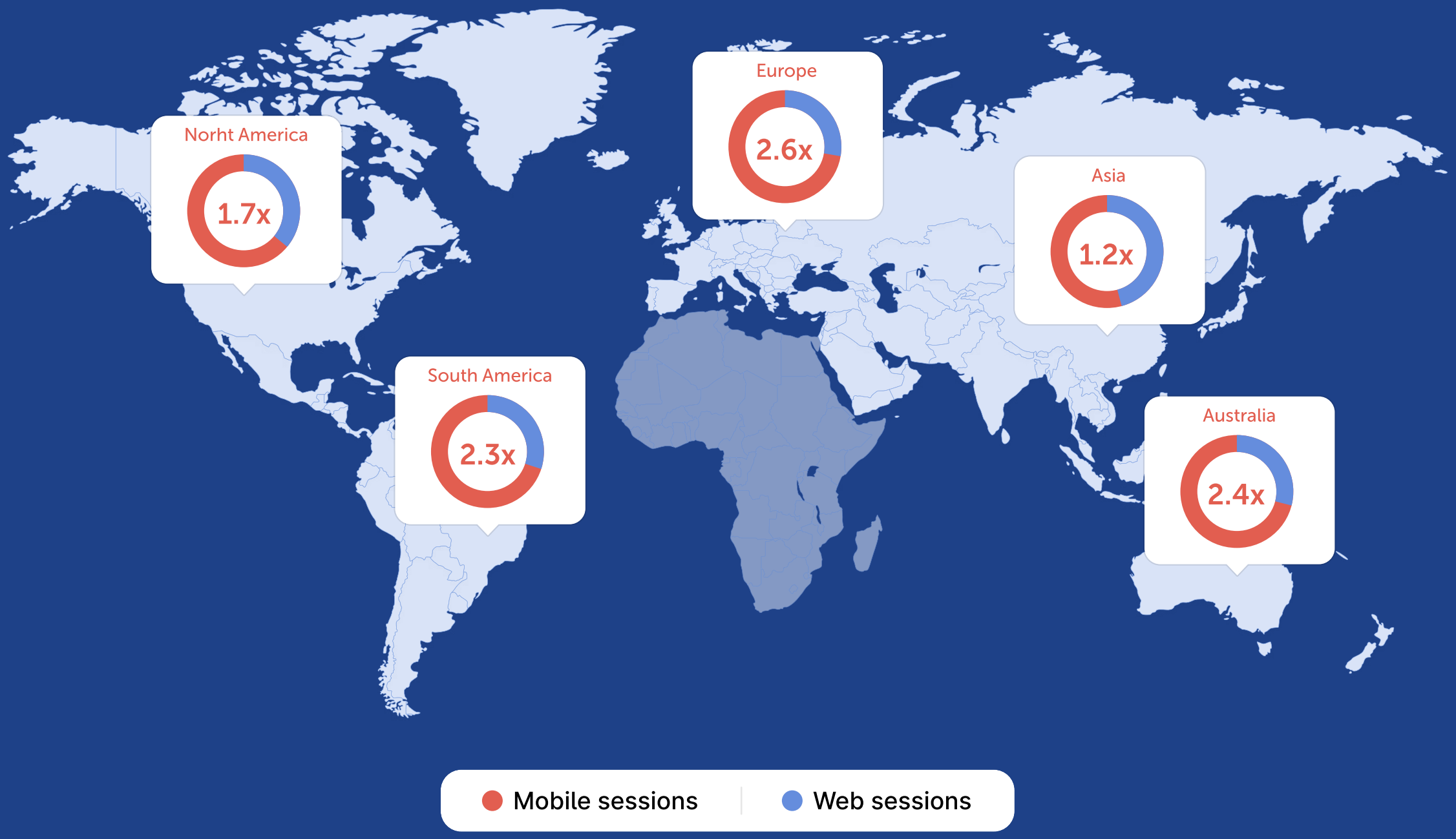
Mobile vs Web (x more mobile sessions)



For platform users across five continents, the mobile-first trend sustained, with sessions primarily taking place through the Mobile App rather than the Web.

Smart notifications drive productivity via re-engagement

We also analyzed the means in which individuals receive content - which in this case, is via smart notifications. Smart, personalized notifications prompt users to return to the platform to complete those crucial learning and enablement tasks that lead them towards their goal completions. Examples of tasks may include setting up one's profile, studying product brochures, or reviewing a guide related to social media best practices and then acting upon those learnings with such tasks as drafting social media posts.

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Smart notifications help to drive platform adoption and long lasting positive changes in behavior, helping engage users in more activities. These re-engagement tools can attract the attention of users and encourage them to return to the Performance Enablement platform. Yet, our research uncovered that not all notifications have the same impact: some types of notifications were favored more than others.

As for smart notifications that were received and opened, there was a higher open rate for those related to new badges received (up to 88%), as well as task completions (up to 65%). This signifies that users appreciate being recognized for their efforts - provided with acknowledgment when they have completed a task such as making a sale or completing a training module.

New users who joined within the last 12 months show greater interest in notifications, especially those regarding new badges achieved, which drives better retention in the long run. If a user completed the first part of their training program, they will be sent a notification congratulating them on completing the first portion of the program, and awarding them a ‘high achiever’ badge.

Open rates by notification type

New badge received

Task completed

New task available

In terms of the percentage of tasks completed, we found that the share of completed tasks among users who received and opened task notifications was 7.4X times higher, compared to those who received but never opened these notifications. The majority of tasks (63%) were completed after notifications about their availability had been read, indicating that smart notifications serve as a trigger for users to visit the platform to perform a business critical task.

How does this process of providing users with tasks improve the performance in sales or productivity of each individual? Our research highlights a positive correlation, as users who completed an onboarding program had up to 38% higher average productivity within the first 90 days following joining the company, compared to non-active new users.

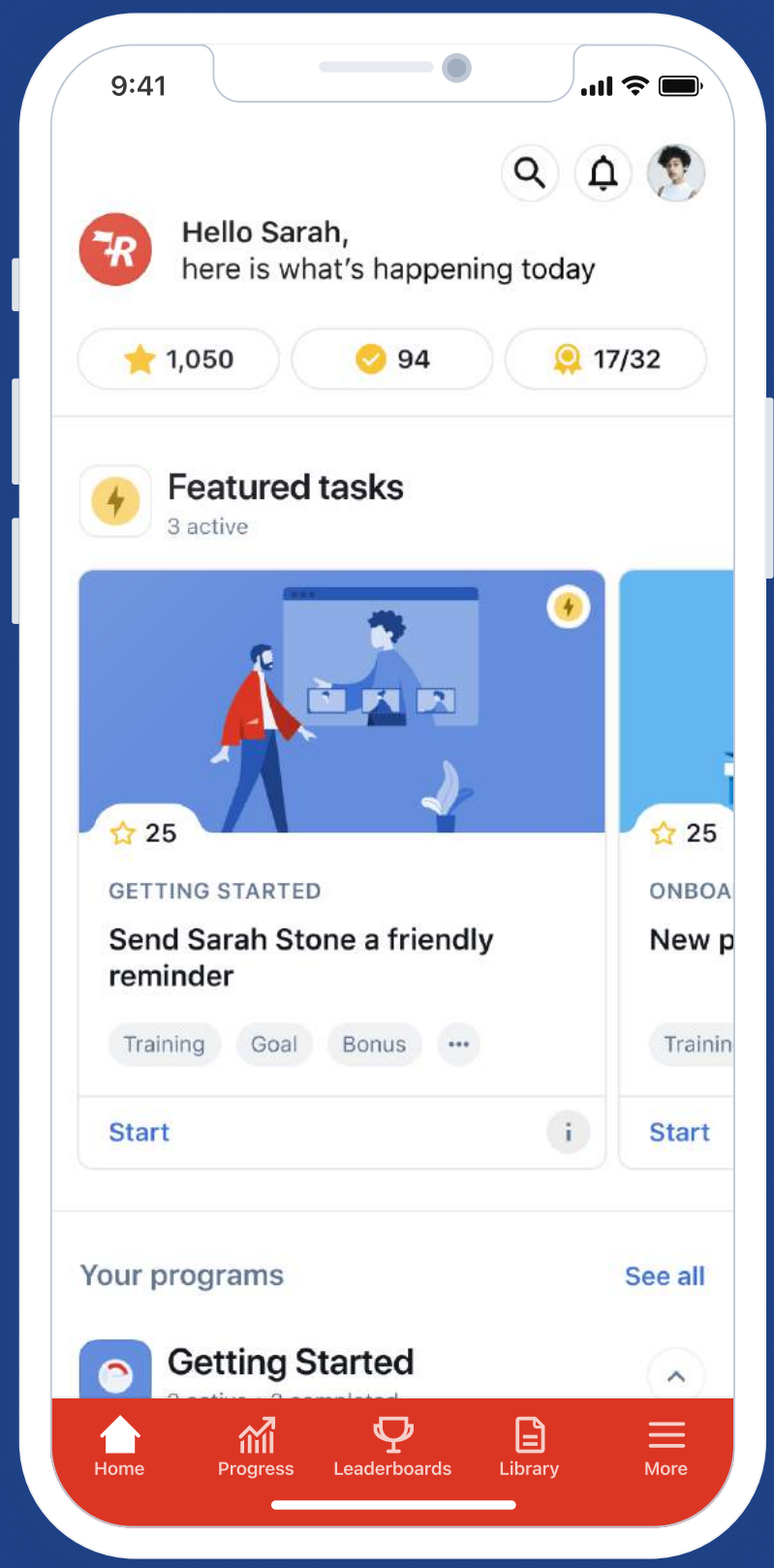
This initial onboarding program, when combined with additional product training, raised this gap in average productivity (between those who completed no programs and those who had completed onboarding plus product training) up to **165% within the same time period.**

Conclusion & final thoughts

When individuals are provided with the right activity at the right time, desired changes in behavior will occur. Our analysis points to a significant shift to mobile activity for the majority of individuals, especially through native performance enablement apps. Such tools as smart notifications highly encourage users to be more involved with the mobile/ web platform and also show notable results, both in a learning, as well as a business context. They allow for individuals to easily stay up to date and receive critical tasks and updates immediately, all with one click. As our research revealed, even the downloading of files is primarily done using mobile devices.

We are living in a digital landscape that is predominantly mobile-first, and, for many, this is indeed the case. We can conclude that mobile apps are a must-have for due to their usability, suitability with a more dynamic style of life, and the fact that they enable members of the workforce to be 100% involved all time, anywhere.

Learn how a Performance Enablement Platform can deliver real results, with insights and best practices from Rallyware!



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