

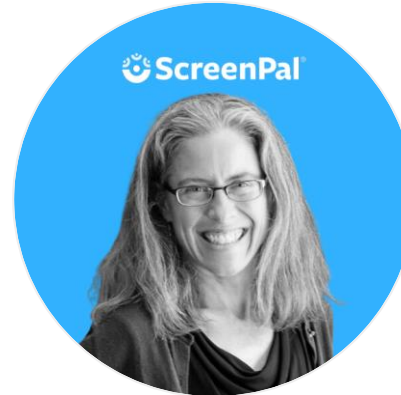




Introductions





Ben Wellington
Director of
Customer Success
and Support



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Director of Growth
Marketing

Current Challenges

ScreenPal Solution

- Complicated software that only a handful of team members can use.  ■ Easy video capture with almost no ramp time
- Pre-made content is not tailored to your company  ■ Simple but powerful editing tools = tailored content with a professional appearance
- Custom content is expensive and takes time  ■ Flexible licensing means scaling the tool is easy and cost effective
- Most of the knowledge sharing is done by a few members  ■ Easy knowledge capture let's everyone contribute and share

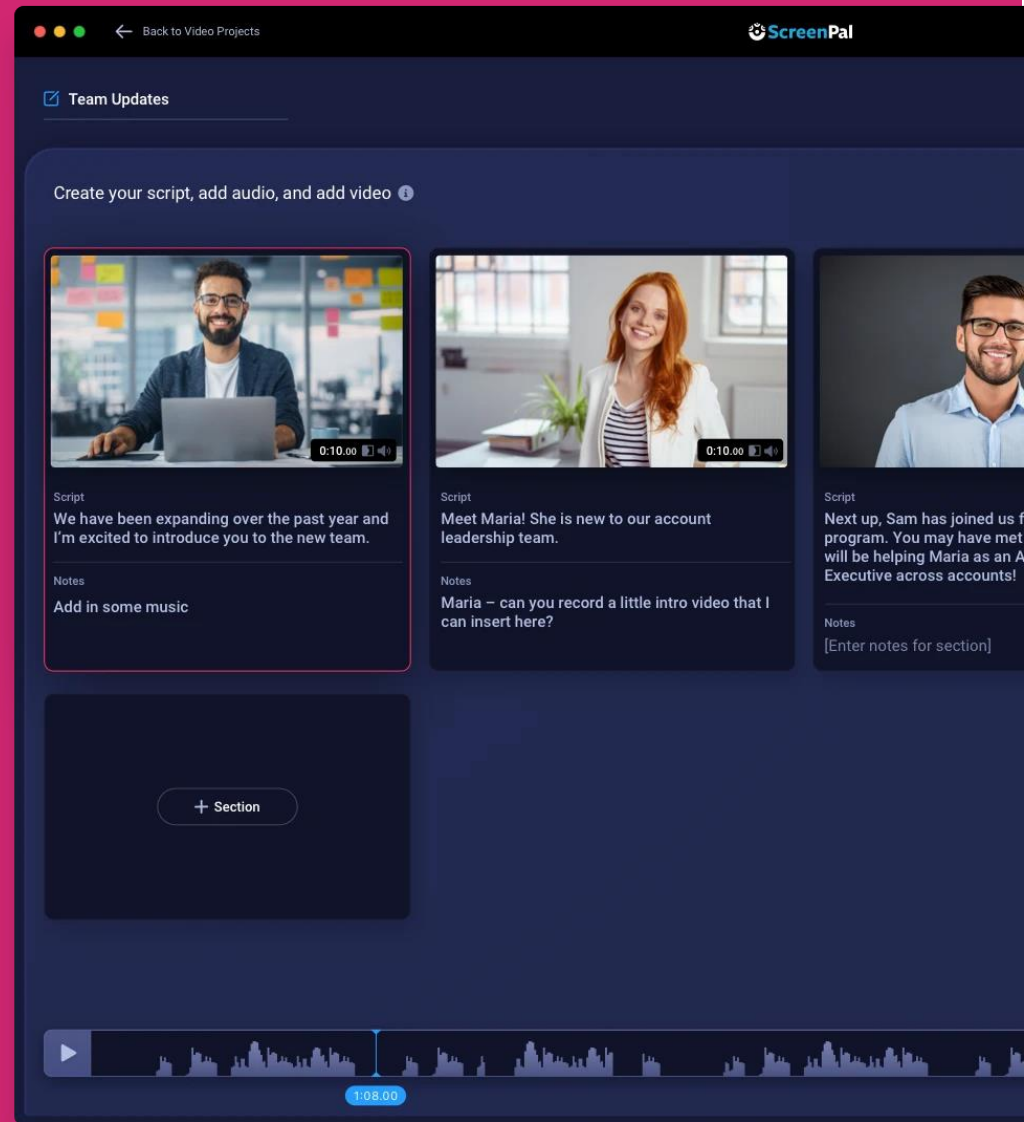


Empower your whole team

Problem: You have a smart and knowledgeable team but getting everyone to contribute is challenging with your current software

Solution

- An easy tool to launch and record
- Import existing training decks with Stories
- Powerful editing means importing external recordings and adding fresh narration are a breeze.
- Easy to use also means that creation isn't just on you. Everyone is empowered to share and create

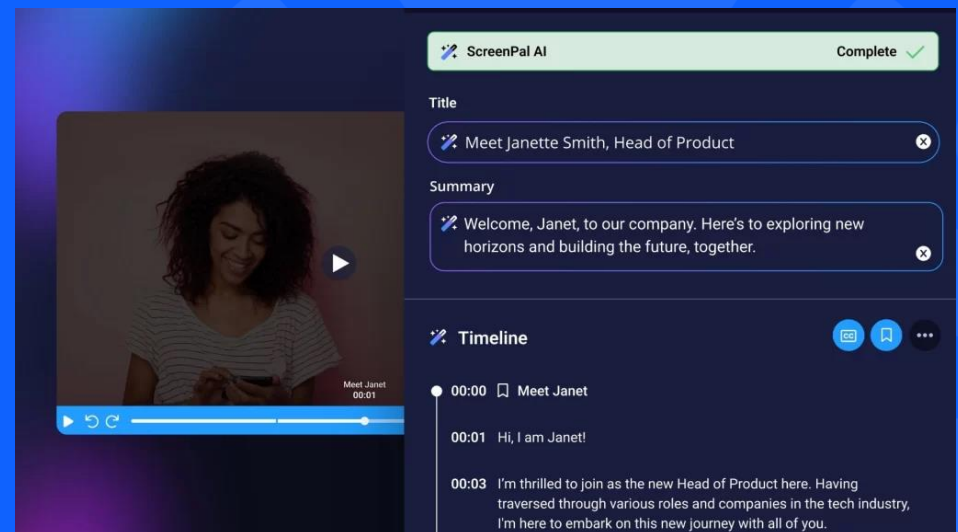
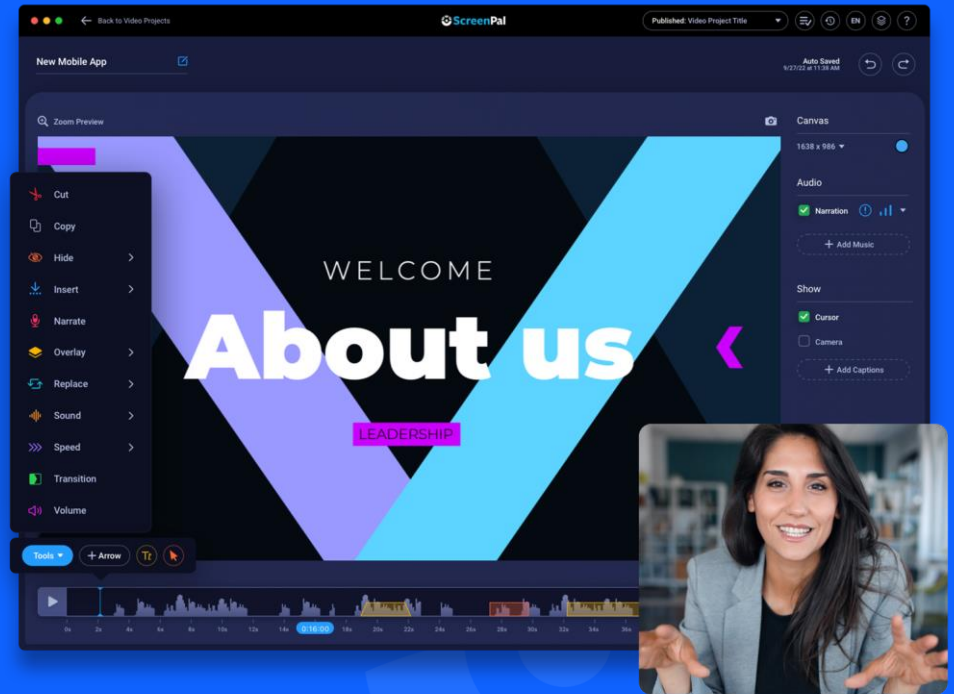


Increase productivity

Problem: Many content creation tools require extensive training with a long ramp time

Solution

- Ditch complicated software so you can create right away
- Editing tools need to be accessible and easy to apply
- Limiting who can create hurts your company because it means valuable knowledge from your subject matter experts goes unshared
- Time saving workflows like AI generated captions, chapters and summaries.

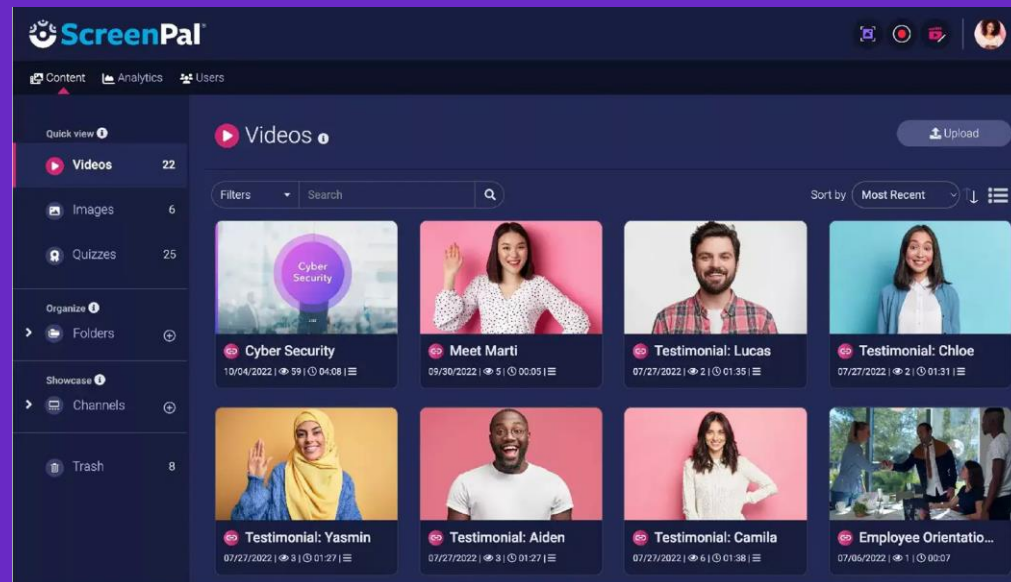


Organize your content

Problem: As video content grows in an organization, the challenge to keep everything organized becomes more time consuming

Solution

- Drag and drop content into folders for easy organization
- Shared folders and commenting allow team projects to run flawlessly
- Secure content with passwords or team access requirements
- Branding features and channels allow for consistency when sharing



Improve outcomes with engagement

Problem: Your current video training program isn't generating the results you want

Solution

- Low stakes quizzing improves knowledge retrieval and long term retention
- ScreenPal quiz tools allow for a number of question types to be added throughout your content
- Call-to-action buttons allow content to be linked to other resources, websites and even other videos
- AI quiz generation means you can create with speed and ease.



Add Question

Question Type

Multiple Choice

- ☒ At the beginning of the video
- ☐ At the end of the video
- ☐ At a specific time

Question

What is the term for a group of jellyfish?

Correct?



Answers

Bloom

Swarm

Fluster

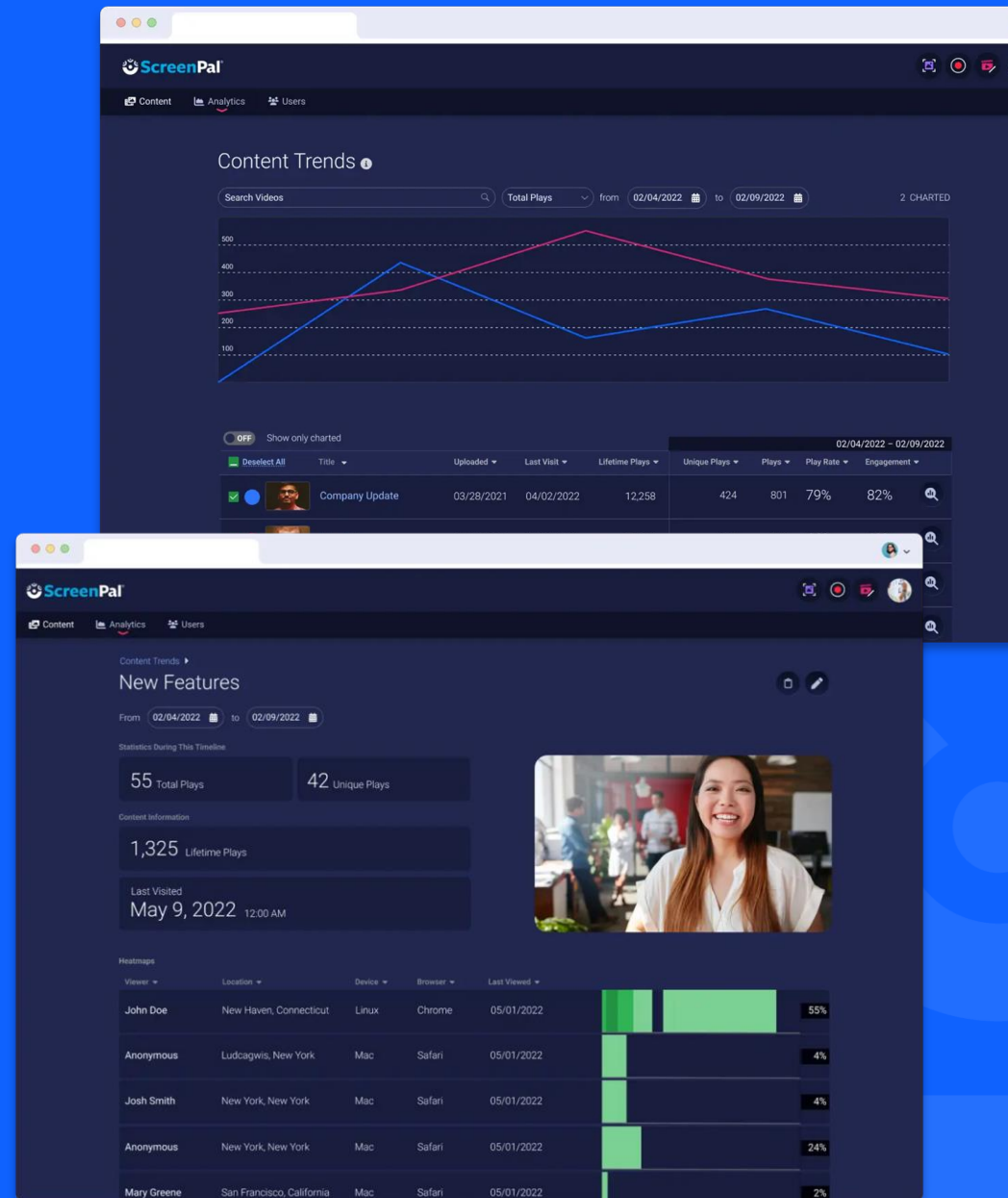
All of the above

Measuring training success with ease

Problem: Identifying training and knowledge gaps and then providing actionable steps for your learners is a challenge

Solution

- ScreenPal analytics provide a series of views and insights on learner success
- Top level dashboards for an overall view
- Individual learner view
- Individual question view
- Embedded auto-feedback
- Post assessment manual feedback



Works with your existing everyday tools

Problem: Not all learning happens in your LMS

Solution

- Link sharing means ScreenPal videos can be shared across your workspace tools
- Built-in integrations with Google, Teams, Zoom, Slack and many more.
- Training, sales and customer support can all benefit

Communication tools



Project management



Social media



Customer support tools





 AUTODESK

 MERCK

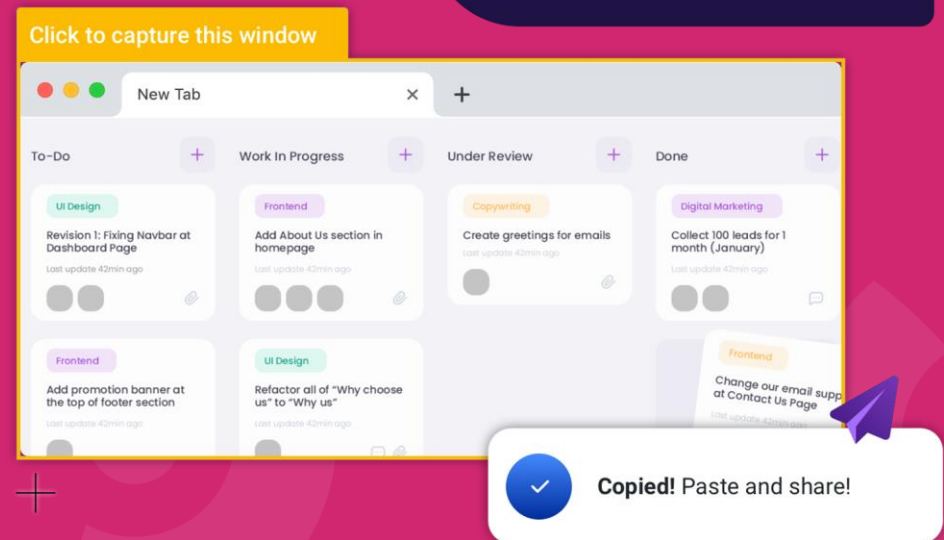


Autodesk

Use case: needed a creation and knowledge sharing tool for a globally distributed technical support team to assist customers with quick, custom support videos

Results

- Tens of thousands of videos created and shared
- Hundreds of agents onboarded
- Ongoing product feedback loop to meet growing needs
- Improved support and happy customers

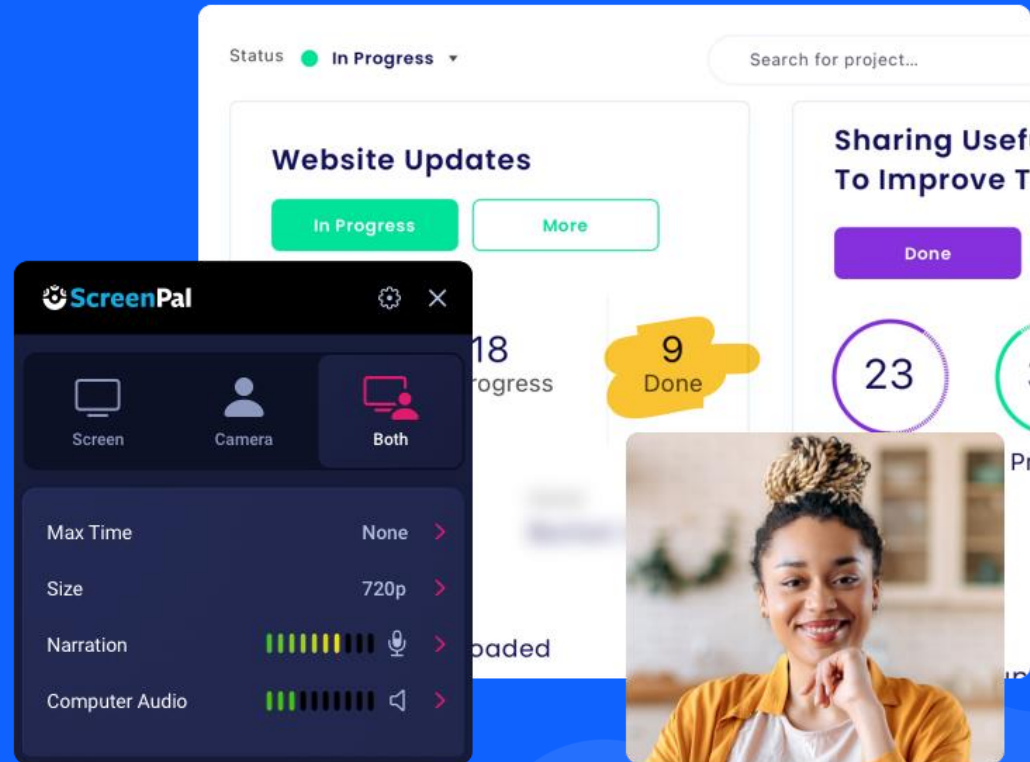


Merck

Use case: Needed a secure, creation tool for internal knowledge sharing that wouldn't version out old videos

Results

- Account growth of 4x
- Full compatibility with existing hosting solution
- Older screen recordings fully compatible and editable with updated software



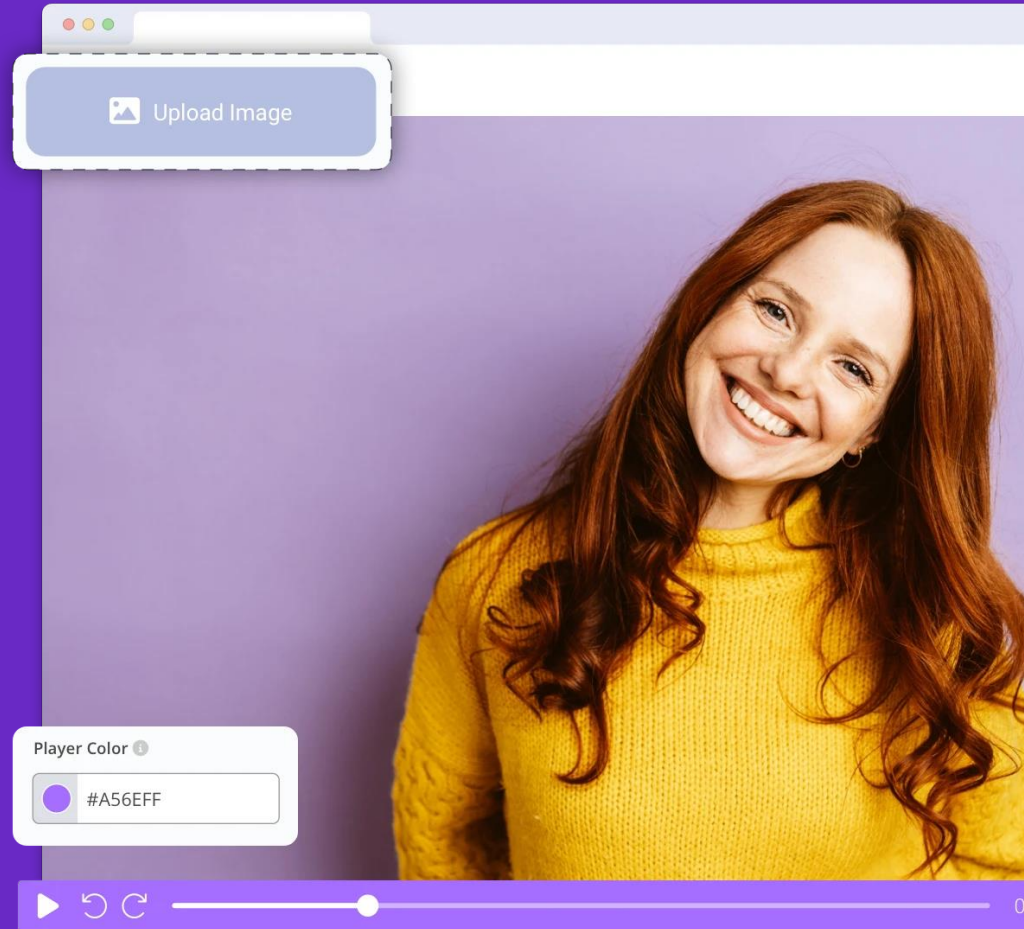
Coca-Cola

Use case: Needed a simple tool with no ramp time to create internal tutorials for new hires.

“ScreenPal is working well for our needs. We primarily use it to create tutorial videos that are embedded into our new hire modules. I appreciate the simplicity and ease of using ScreenPal for editing and creating these tutorial videos.”

Leah Lee

Manager Learning Delivery
Service Innovation & Performance



Final Takeaways

- Everyone at your company can be a creator.
- Powerful tools don't have to be complicated. Drag and drop editing and content management is possible
- Use frequent, low stakes quizzing to improve content recall and retention.
- Viewer feedback through analytics, polls, ratings, and written replies is not only engaging but will help inform you of next steps.
- Learning and knowledge sharing is a company wide need.

Enable everyone to learn and share with ScreenPal!

