MOBILE LEARNING

Everything You Should be Doing — But Aren't

2021

SAP Litmos
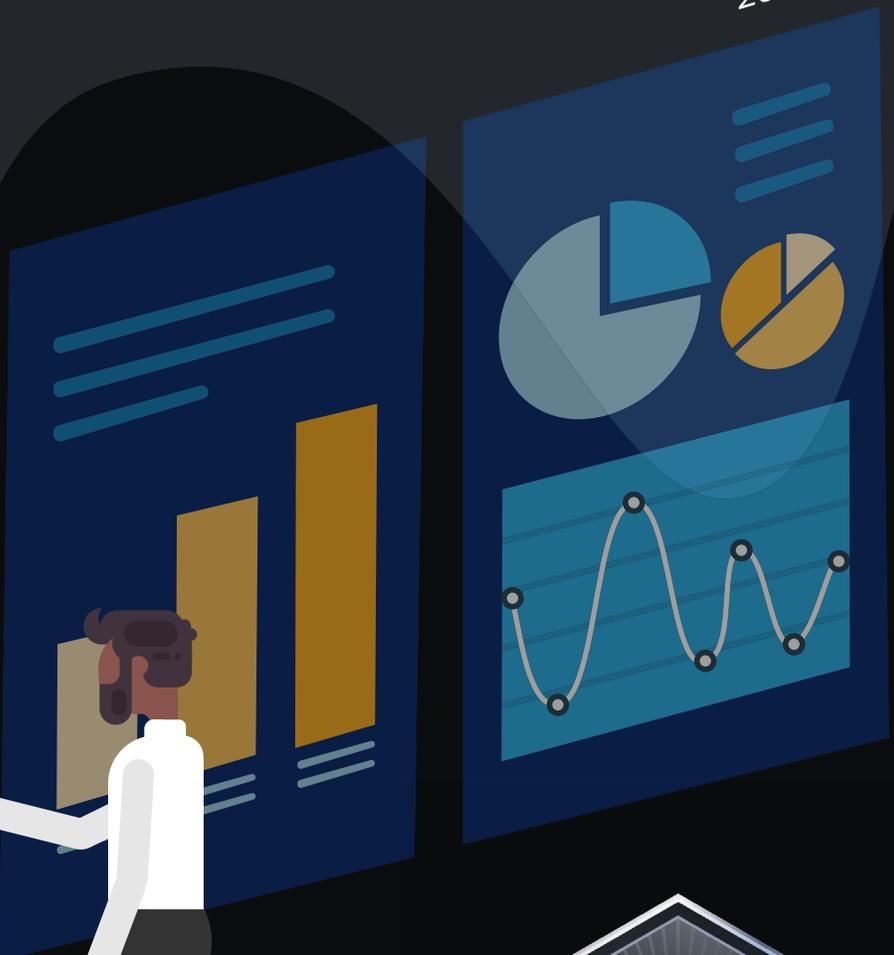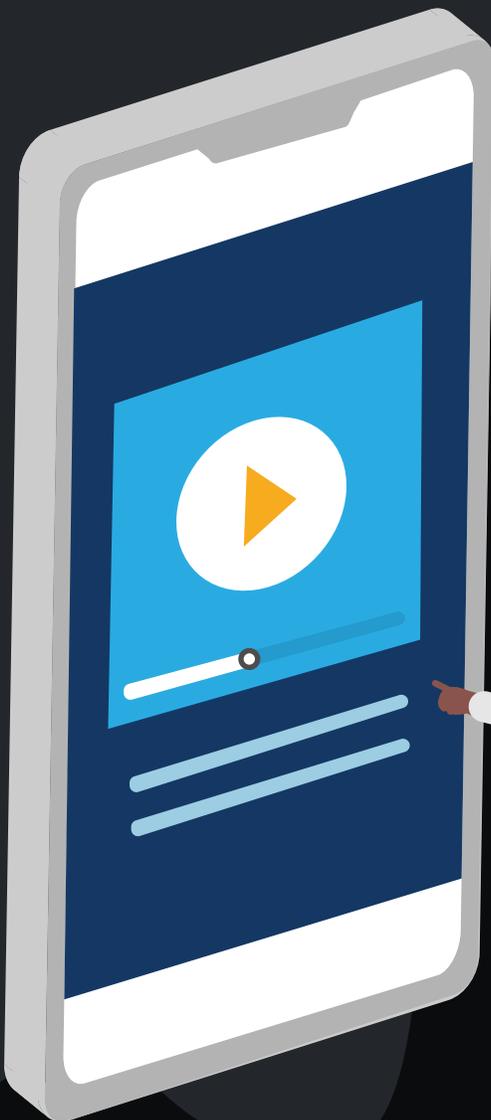
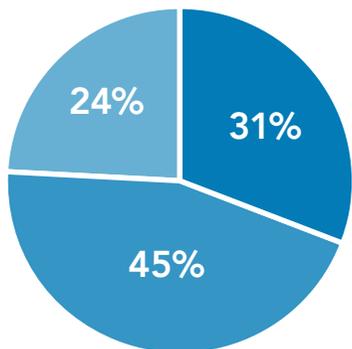Brandon Hall GROUP

Table of Contents

Introduction

The workforce is more mobile than ever, yet learning has not kept pace. As ubiquitous as mobile devices are in our lives, their role in the corporate learning experience remains unclear. Nearly two-thirds of companies in Brandon Hall Group's 2020 *Learning Benchmarking Study* indicated that fewer than 25% of their learning programs feature mobile elements. But as organizations grapple with a dispersed, hybrid, post-pandemic workforce, mobile devices are poised to play a significant role in learning. Companies must re-examine their mobile learning strategies and approaches to ensure they will be able to meet the future needs of the business.

Current State

Do You Have a Mobile Strategy?

- Yes.
- No, but we are working on one.
- No, and we do not plan to build one.

24%
31%
45%

Source: Brandon Hall Group Mobile Learning Pulse Survey 2021

Unfortunately, fewer than one-third of companies have a mobile strategy to re-examine. Additionally, nearly one-quarter say they have no plans to develop one. This demonstrates why mobile learning is not as widespread as it seems it should be. **About 40% of companies say that less than 10% of their workforce is accessing learning via mobile devices.**

What Percentage of the Workforce Is Leveraging Mobile Learning?

Less than 10%	10%-25%	25%-50%	50%-75%
39%	29%	17%	11%	4%

More than 75%
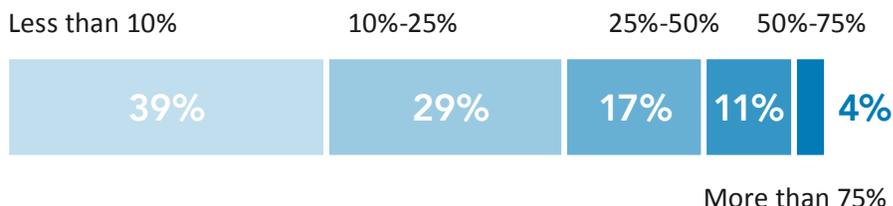
Source: Brandon Hall Group Mobile Learning Pulse Survey 2021

Learners aren't to blame for not adopting more mobile learning. Often, it is because the learning environment is not optimized for mobile. The available content and platforms may be accessible via a mobile device but the experience is subpar. Only half of companies say they even have mobile-ready material available and for more than half of those companies, it is limited.

Current State of Mobile Learning

14% There is no mobile interaction with learning at this time.

23% There is limited access to learning material via mobile web browsers only.

13% Learners can access a majority of our material via mobile web browsers only.

27% We have a limited amount of mobile-ready material available via apps, web pages and/or portals.

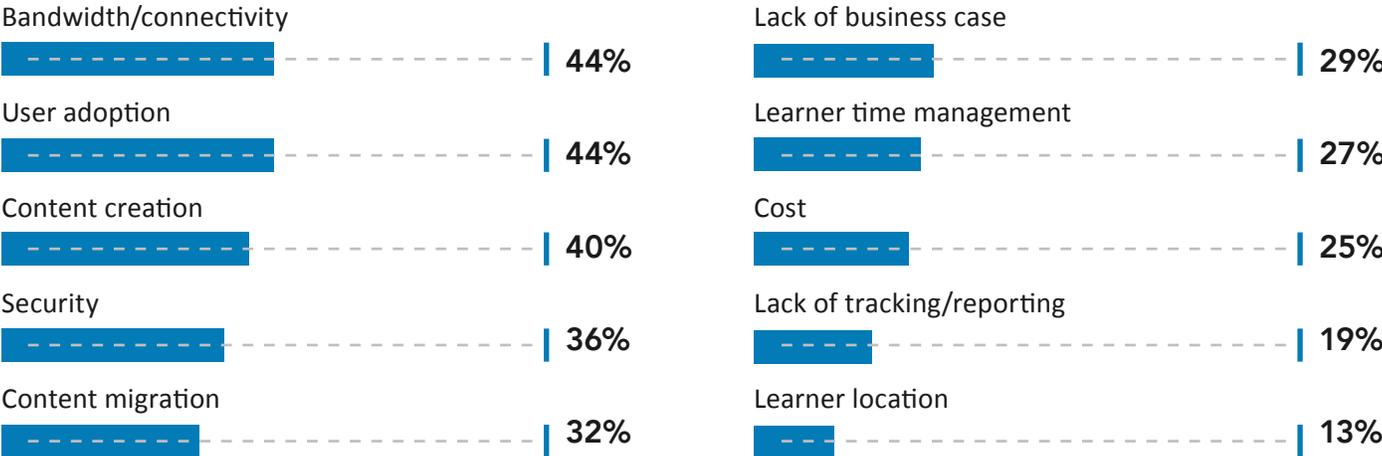**23%** Most or all of our learning material is mobile-ready via apps and/or mobile web pages.

Source: Brandon Hall Group Mobile Learning Pulse Survey 2021
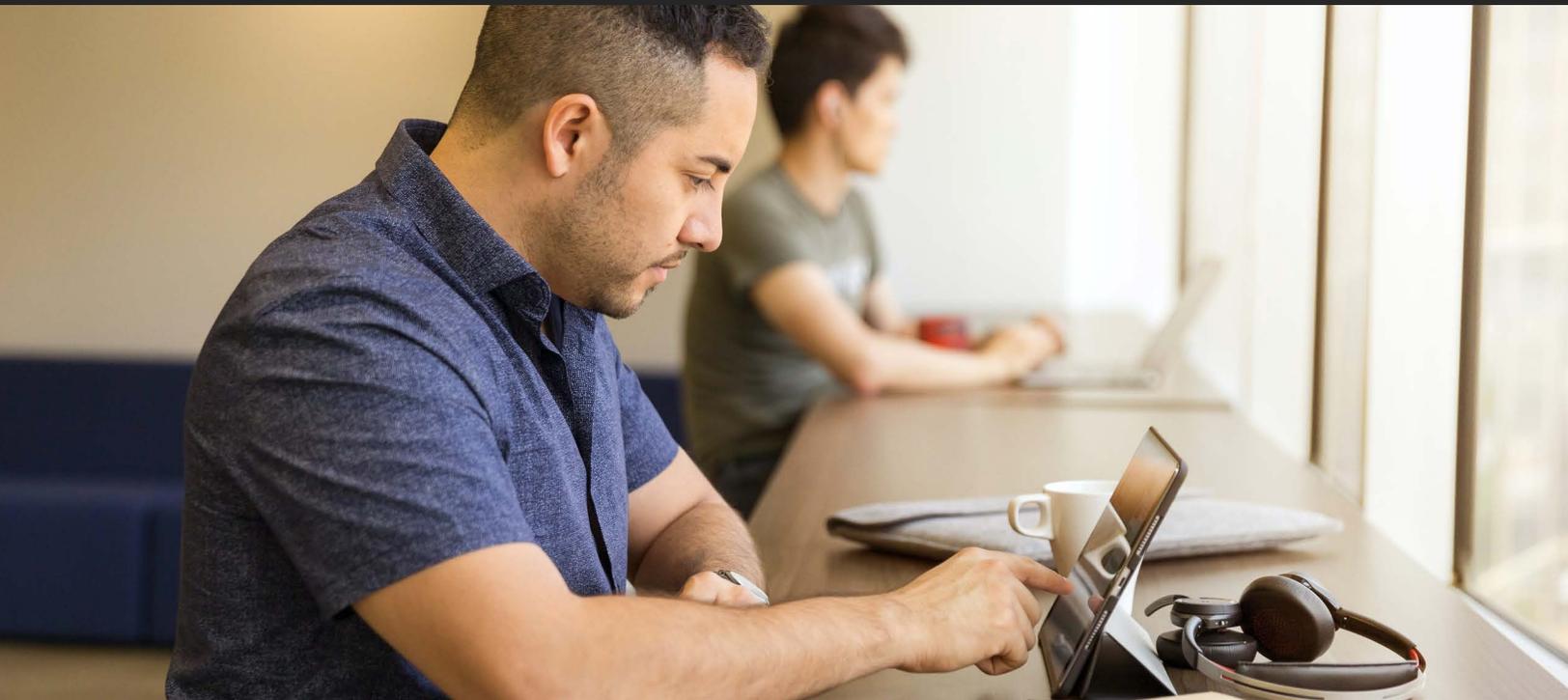
Complexities

But the opportunities are there to capitalize on mobile learning's possibilities. More than 80% of companies say their learners are accessing at least *some* learning via tablets or smartphones. So, there seems to be an appetite for mobile learning, but companies need to get more strategic, pragmatic and targeted with how they use it. Yet, organizations seem to be blaming learners as they cite user adoption as the number-one challenge to mobile learning.

Mobile Learning Challenges

Bandwidth/connectivity
44%

User adoption
44%

Content creation
40%

Security
36%

Content migration
32%

Lack of business case
29%

Learner time management
27%

Cost
25%

Lack of tracking/reporting
19%

Learner location
13%

Source: Brandon Hall Group Mobile Learning Pulse Survey 2021

Some challenges that companies face are holdovers from when mobile learning first emerged. With 5G growing and Wi-Fi becoming practically ubiquitous, connectivity is much less of an issue than just a few years ago. The risk of hitting data caps or extra charges on people's personal mobile phone plans has also diminished significantly. Combine that with the availability of offli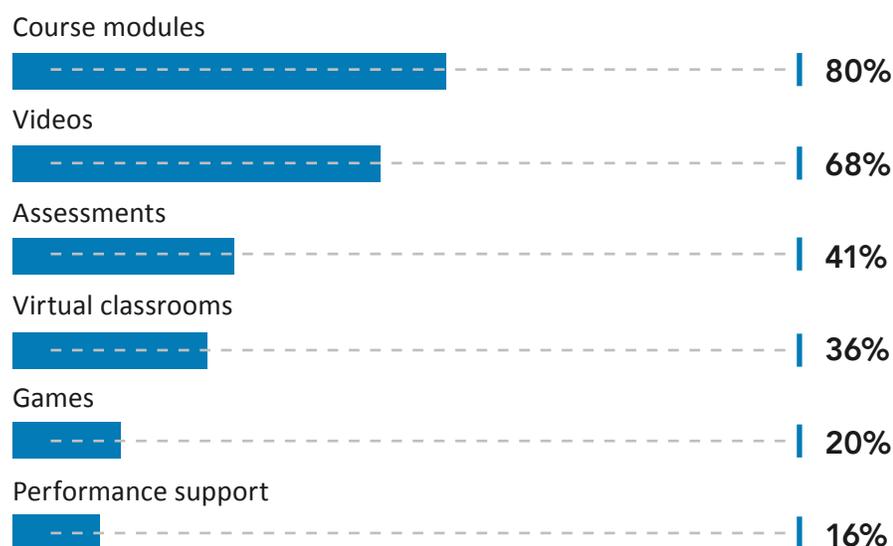ne mobile players that can download, upload and sync when they are connected, and these kinds of IT-related issues have become much less challenging.

However, many IT departments will still reflexively push back on new mobile initiatives, citing connectivity and security issues. Mobile devices can be "bricked" remotely and are not in any more danger of being lost than thumb drives or laptops, so the security issues have also greatly diminished. The takeaway here is to not simply accept IT pushback at face value.

The other challenge facing mobile learning is the available content. While LMS, LXP and other platforms have made great strides in optimizing the delivery environment for mobile, many companies are still pushing out mountains of legacy eLearning modules that are not mobile-friendly.

Mobile Learning Content Availability

Course modules
80%

Videos
68%

Assessments
41%

Virtual classrooms
36%

Games
20%

Performance support
16%

Source: Brandon Hall Group Mobile Learning Pulse Survey 2021

Besides eLearning modules, the most common kind of mobile content we find is videos. This makes a lot of sense. Most people are already very familiar and comfortable watching videos on their mobile devices. Videos take up all the available screen real estate, making as much use of the mobile device as possible and allowing for very simple button-based interactivity.

Implications

All these challenges and disconnects have kept mobile learning from becoming as widespread as it was expected to be and frankly, should be. A lack of mobile-friendliness on both the learner and the admin side has led to organizations believing that mobile learning isn't all that effective.

Mobile Learning's Effectiveness

12%	14%	49%	19%	5%
1	2	3	4	5

*Not at all*   *Highly effective*
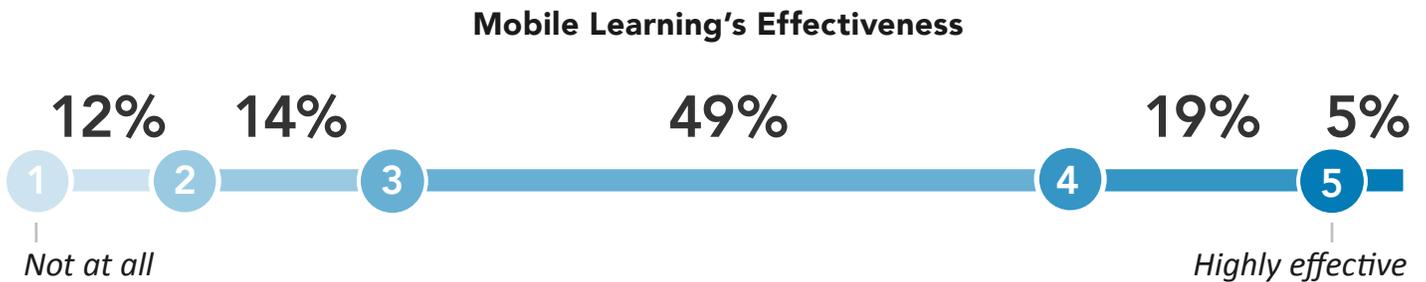
Source: Brandon Hall Group Mobile Learning Pulse Survey 2021

Here's the mind-boggling conundrum, though: **75% of companies say mobile learning is just as effective as other modalities.**

This either demonstrates an acknowledgment of how poorly mobile learning is executed or an indictment of all learning modalities. It's most likely the former, so companies must get much better in thinking about and delivering mobile learning experiences.

Mobile Learning Strategies
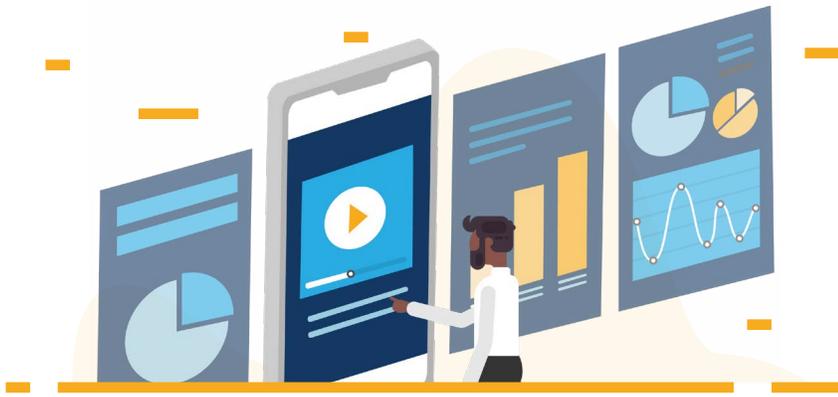
Get started. Even if the mobile learning strategy is not fully developed, it can provide guidance and focus. Identifying stakeholders and desired outcomes will make the process more effective.

Understand your audience. If possible, track which systems are accessed by mobile devices and how often. IT should be able to capture this information from most technology platforms. Include questions about mobile device use in workforce surveys.

Recognize the uniqueness of the mobile device. It is not simply a computer with a tiny screen, although screen size plays an important role in how you deploy content.

You cannot approach mobile delivery from a traditional eLearning mindset. Instead, think smaller, simpler and compelling. Leverage mobile-unique aspects such as the camera, GPS, accelerometer, etc.

Open up the systems. It makes no sense to allow someone to read an email about a learning resource on their mobile device yet force them to go to their desk to access that resource. Mobile devices help create a seamless, continuous learning experience.

Get IT on board. You will likely require IT's support early in the development of the mobile learning strategy. They can help identify any concerns before they become actualized and devise scenarios for eliminating them.

Take a targeted approach. Simply making everything mobile accessible is unrealistic. Create specific uses for mobile devices as part of larger learning programs or smaller stand-alone interactions.

Drive adoption. Create mobile-specific campaigns highlighting the available mobile content and why it is important. Have leadership model mobile activity. Award points or badges for completed mobile learning activities.

Don't forget the admins. Ensure your LMS is mobile-friendly on the admin and learner sides. As important as it is for learners to access information when and where needed, admins must also be able to make critical changes on the go. For example, delivering login credentials from a phone, rather than having to wait until they are in the office at a desk.

Case in Point:

Krieger International

- KI is a manufacturer of furniture and movable wall system solutions for educational, university, business and government markets. The company is headquartered in Green Bay, Wisconsin and has more than 3,000 employees throughout the US, Canada, Latin America, Europe, the Middle East and Australia.

- KI needed a solution to keep its salesforce up to date and informed on its large and constantly changing catalog of products. With ease-of-access as a key outcome, they chose SAP Litmos for its mobile-friendly interface and CRM integration, which was ideal for KI's sales environment.

- In the new system, salespeople have access to any product information they need — anytime and anywhere. Content and videos are merely a touch away.

- The mobile training dramatically increased adoption and engagement, with a ~50% increase in adoption rates for their learning videos.

Authors and Contributors

David Wentworth (david.wentworth@brandonhall.com) wrote this report. He is Principal Learning Analyst at Brandon Hall Group, focusing on all aspects of learning and the technology that supports it. David has been in the human capital field since 2005 and joined Brandon Hall Group as senior learning analyst in early 2012.

Josh Barton is UX Design Specialist/Instructional Designer at SAP Litmos. Currently, Josh is using his design chops at SAP Litmos as an Instructional Designer and UX Design Specialist for their Training Team. His team focuses on training users how to use their learning management system, SAP Litmos.

Mike Cooke (mike.cooke@brandonhall.com) contributed to this report. He is CEO and Principal HCM Analyst at Brandon Hall Group. Mike has more than 20 years' experience in human capital management and the research, software and technology industries. Before running Brandon Hall Group, Mike was co-founder of AC Growth, a research and consulting firm, and VP and General Manager of Field Operations at Bersin & Associates, a global analyst and consulting services firm in all areas of HCM.

Michael Rochelle (michael.rochelle@brandonhall.com) contributed to this report. He is Chief Strategy Officer and Principal HCM Analyst at Brandon Hall Group. Michael leads a wide range of advisory support and strategic engagements for Fortune 1000 and small- to medium-sized organizations as well as leading and emerging solution providers across the HCM industry. Michael has more than 30 years' experience in HR, IT, sales, marketing, business development, and strategic and financial planning in Fortune 500 and venture-backed start-up organizations.

Richard Pachter (richard.pachter@brandonhall.com) edited this report. He is the Content Manager at Brandon Hall Group and is responsible for editing all types of content related to research. He has experience as a journalist, copywriter, editor, marketer, blogger and social media marketing manager. He also served as the business books columnist for the *Miami Herald* for more than a decade.

Emma Bui (emma.bui@brandonhall.com) is the Graphic Design Associate at Brandon Hall Group. She created the layout and graphics for this report.

About SAP Litmos

SAP Litmos develops eLearning solutions for top-performing companies. An established leader in the market since 2007, SAP Litmos offers the world's easiest-to-use LMS — SAP Litmos Training — and a comprehensive course library – SAP Litmos Training Content. Thousands of companies trust the solutions to centralize and deliver transformative training to employees, customers, and partners. Acquired by CallidusCloud in 2011, then by SAP in 2018, SAP Litmos continues to innovate award-winning learning technology and set the standard for customer experience and satisfaction. The solutions are used by more than 24 million people in 150 countries, across 35 languages.

SAP Litmos

Find more information at **litmos.com**

About Brandon Hall Group

With more than 10,000 clients globally and 27 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

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