Boost your e-learning outcomes with captivating content from PT

If your e-learning doesn't win learners' attention, reward that attention with the information they need, and empower them to take the right actions, then it's already failed. Welcome to the attention economy, where every course battles daily with every distraction on your users' phones, computers, and other devices. It takes great content to win these battles, and that's where PT excels.

PT Principled Technologies®

We build learning that results in:

More engagement

Higher completion

Better ratings

Get the results you need—
choose learning from PT

More engagement

Great results don't come easily.
They come from e-learning that:

EARNS
learners' attention with
eye-catching content

REWARDS
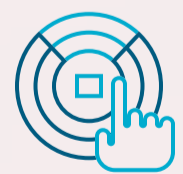their investment with
relevant information

EMPOWERS
them to take the actions
that help them hit their goals

SEE THE CASE STUDY ⌄

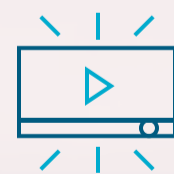## Attract learners with compelling content from PT

Interactive sales
tools and trainings

Custom HTML5
solutions

Fully featured
apps

Videos—interactive
and conventional

Infographics and
other marketing
collateral

Social media copy
and graphics

Mobile
optimization

In-person
training sessions

And more

MORE ENGAGEMENT: CASE STUDY

We built an interactive course that provided specialized sales training for a large retail staff. We used stunning graphics, powerful data representations (including infographics), and exciting interactions to spark learners' interest and engage them throughout the course.

THE RESULTS SPEAK FOR THEMSELVES:

Participation in the course exceeded the organization's original goals **by over 650%**.

Number of users expected to use the course
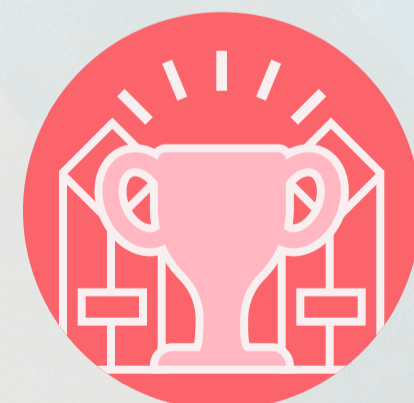
Number of actual users

Higher completion

Our innovative e-learning boosts completion rates.

Microlearning breaks content into digestible chunks

The right text, graphics, and video assets meet your unique learning needs

Award-winning instructional designers, writers, graphic designers, videographers, and developers create content that wins for you

WHAT IS MICROLEARNING?

Microlearning tailors content to how our brains best absorb information: in short, targeted chunks. Our expert IDs use techniques like spaced repetition (repeating information over an extended period of time so users absorb it more effectively) and micro-modules that distill large amounts of content to their key points. Our mobile-optimized content creates rewarding, interactive user experiences.
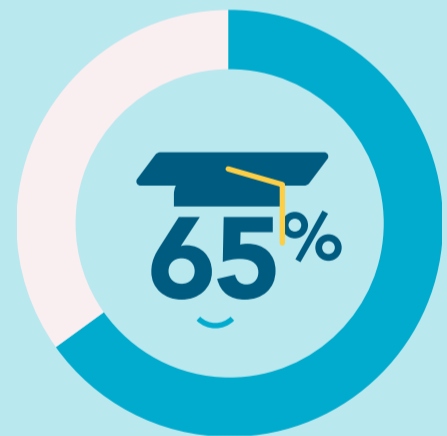
SEE THE CASE STUDY ⌄

HIGHER COMPLETION: CASE STUDY

In our sales training course for the large retailer, impactful content didn't just get users in the door—it kept them engaged throughout each module. We broke up information into short modules with clear topics so users could choose the information that was most relevant to them.

65%

This approach paid off with an **overall completion rate of 65%—** particularly impressive given that *the course was optional.*
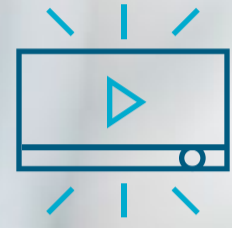
Better ratings

How do you win over learners? By equipping them with the information they need to do a better job:

Interactive content and videos make the learning experience more enjoyable

Find-your-own-content formats empower users to choose their own path through learning courses

SEE THE CASE STUDY

BETTER RATINGS: CASE STUDY

A large technology firm needed a way to train their marketers in a wide range of techniques and procedures. The course we designed employed videos, graphics, quizzes, and interactions to excite and engage learners. Our work resulted in exceptional user satisfaction, with users rating it above 80% on every metric—the highest the firm had ever seen.

As proof of the course's usefulness, **90% of users**—another record for the firm—said they **would recommend it to others.**
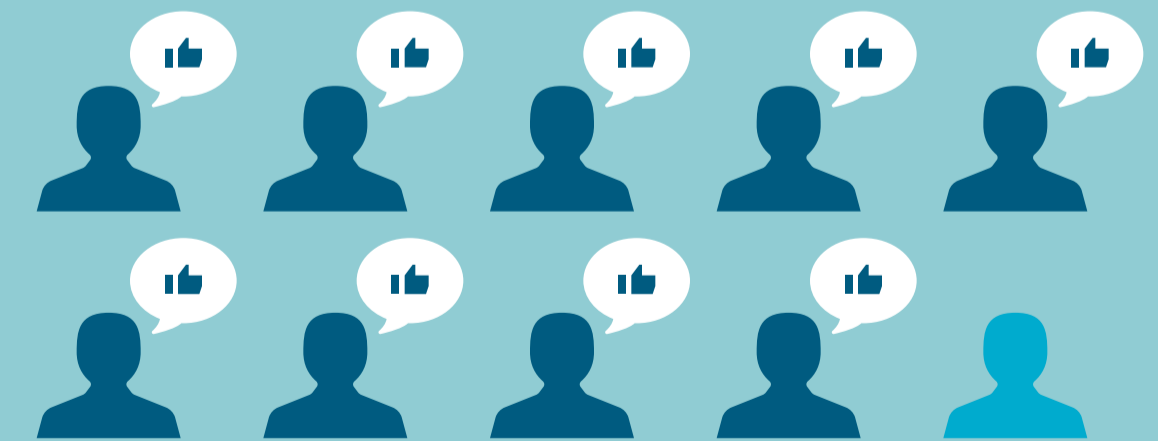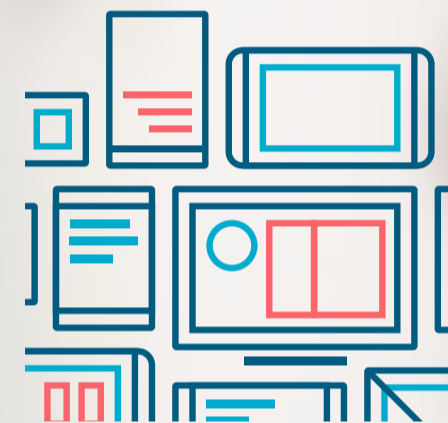
Get the results you need— choose learning from PT

With a staff of nearly 100 and an on-site video production studio, we can deliver exceptional products on your schedule and budget.
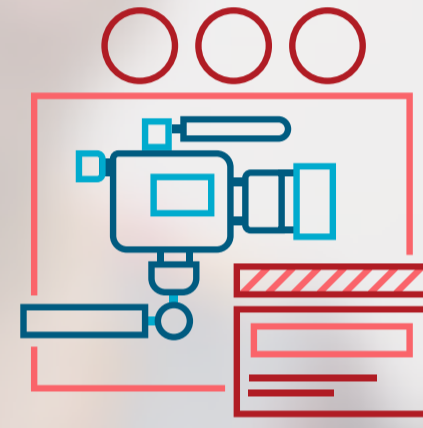
Scalable, dynamic staffing model (no outside contractors) with experts in ID, development, QA, copywriting, graphics, video, and audio

Dedicated test bed and vast range of equipment for QA testing (we don't use emulators)

On-premises data center for hosting and analytics

2,000-square-foot, fully equipped video production studio with green and white cycloramas

Dedicated project managers keep you informed and drive projects to your deadline

Principled Technologies®

View samples of our work:
https://www.principledtechnologies.com/elearning-examples/

Want to learn more about working with PT?
Get in touch at info@principledtechnologies.com.