

A photograph of two women, one with dark curly hair and one with long dark hair, looking at a tablet together. The woman with curly hair is pointing at the screen. The background is a bright, slightly blurred indoor setting. A solid green vertical bar is on the left side of the image.

Axonify Impact™ Sales Top 10 FAQ

April, 2019

*Please note each product power pack contains its own set of FAQs'

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1. What is Axonify Impact?

Powered by Axonify Microlearning Data™, Impact empowers learning leaders and stakeholders across the business by giving them the complete picture on learning for the first time ever. See which programs are generating the greatest impact (ROI), how knowledge and participation influence results and even know where a business target like a monthly sales figure is at risk and learning can help. But what truly sets Axonify Impact apart is the fact that it self-heals the chain by serving up real-time actionable recommendations to frontline managers when a business target is at risk, while also automatically adapting learning to the people that need it the most, in the areas that matter the most. Axonify Impact is designed to help you get the results the business wants, along with the data to prove it.

2. What makes Axonify Impact unique in the market?

Axonify Impact uses big data and AI to calculate Impact/ROI. What makes it all work and is unique to Axonify (no one can touch this) is our big data which we refer to as "Axonify Microlearning Data" which is essentially the data that we capture as employees use Axonify. We continuously capture question responses at multiple intervals and at multiple degrees of difficulty, an employee's confidence in each question response, their on-the-job behaviors and a host of others, all tracked over-time. Axonify Microlearning Data forms the real-time data that includes the volume, depth and dimension needed to use AI in a meaningful and accurate way.

3. How is xAPI different than the data we're leveraging for Impact?

xAPI (experience application programming interface) is an elearning software specification that records a variety of basic learning experiences including session time, completion, and video watches. These traditional learning measurements are taken at a single point-in-time and offer limited value in terms of volume, depth and dimension needed to catalyze the type of digital transformation that virtually every industry and profession has undergone in the last decade. Impact, however, brings together Axonify Microlearning Data (gathered through daily Axonify training) with business results data to draw the direct link between every training program inside the Axonify to surface business impact/ROI insights.

4. Can Axonify Impact be purchased as a standalone product?

Axonify Impact cannot be purchased as a standalone product on its own and can only be purchased when Axonify Learn is already in place.

5. Who will buy Axonify Impact?

They're game changers - progressive learning and HR leadership who want a seat at the table. They have a close relationship/partnership with the rest of the business and the departments they work with and want to demonstrate the impact of training on the business KPIs that matter. They're not okay with the status quo and are comfortable embracing new technology and want to be viewed as a strategic part of the business, not just overhead.

6. What questions can you ask to determine if there is an opportunity for Axonify Impact in a deal?

- Is proving the impact of training to your stakeholders and c-suite important to you?
- Do you have data to help you justify annual budget asks?
- Is the c-suite asking you to show the ROI of your training efforts on the business?
- Do you have insights to see what training efforts are working or not working?
- Are you providing frontline managers with data that tells them when a KPI they're being measured on is at risk? For example, a monthly sales target.
- Do you have a way to see if training content is working or not working?
- Is it important to you that you're viewed as a strategic partner by the departments you work with?

7. What is the most common objection you'll hear regarding Impact and how do you overcome it?

Getting access to business target/KPI data is critical for Axonify Impact. We commonly hear that learning or HR professionals don't currently have access to the business data (.e. sales targets, transaction size, conversions, customer satisfaction etc.) required for ROI measurement. The reality is that this challenge can be easily overcome by simply locating the right people within the organization that own this data. And Axonify helps organizations navigate through this as part of the sales and implementation process so it's important to let them know that we can help them through this.

8. Can Axonify Impact capture on-the-job behaviors?

A core component of Impact, Behaviors allows administrators to create customized behavior observation forms and digitally capture observed behaviors for employees. Axonify will flag behavioral gaps to support manager intervention and coaching and will also automatically push out personalized training to self-heal identified behavioral gaps, in addition to the refresher training Axonify pushes out in response to business KPI gaps.

9. Are there products in the market like Axonify Impact?

Axonify Impact is the first solution of its kind in the market and therefore no real competitors exist.

10. Is it easy to import business KPI data into Axonify?

Yes, we have built-in templates and can also connect to external tools to pull business KPI data into Axonify Impact.