



Hitting Business Targets with Analytics-Powered eLearning

Mindflash

AT A GLANCE

Company:
Technology

Customer Since:
2012

Solution:
Powered by GoodData

Use Case:
eLearning Analytics for Customers

Favorite Metric:
Course Completions

Best Feature:
Customizability of Reports

Results:

- ▶ 90 day implementation with the help of GoodData Partner, Keboola
- ▶ Delivered new analytics capabilities to meet the needs of enterprise customers
- ▶ Doubled revenue as a result of a shift up-market, powered by platform features & analytics enhancements
- ▶ More than 1,000 customers now able to fully demonstrate the value of eLearning programs

Reaching Out to a New Customer Base

Small but mighty, for 15 years Mindflash, a SaaS eLearning platform provider, has been helping companies around the world create, distribute, and track learning courses for internal and customer use. With just 30 employees, Mindflash delivers eLearning services to more than 1,000 clients, delivering an end-to-end solution that manages the entire online learning process. In 2012, Mindflash saw the opportunity to scale exponentially by shifting their target to enterprise clients. Making the move up-market would require them to significantly enhance their platform capabilities in two ways.

The first was to provide additional functionality that the enterprise customers wanted like the ability to create a series of courses, custom branding, white-label options, etc. Second, they needed to bump up their platform's analytics capabilities to meet the more complex needs of enterprise clients. While their smaller customers had traditionally been most interested in the performance of individual courses, their enterprise clients needed a more holistic view into trends across courses, modules, and programs. They needed insights into things like overall trends in attendance, engagement, satisfaction, and more. Beyond that, they needed to be able to demonstrate the overall effectiveness and value of their eLearning initiatives to internal and external stakeholders. Said Randhir Vieira, VP of Product, "Our customers demand two things from their eLearning solution: ease of use, and advanced insights into performance."

Building Requirements Around User Needs

Mindflash initially considered building the capabilities themselves, but quickly discarded the idea. As Randhir explained, "We wanted the right solution and we wanted it delivered on time for our new product launch. And we didn't want to have to add headcount to do it." Mindflash decided to move forward with identifying a partner that could deliver advanced capabilities, with fast time-to-market. As a SaaS provider, cloud was high on their list. They needed a solution that would play well with their own, all-cloud environment. But of the utmost priority to Mindflash was the end-user experience. Randhir stated, "Speeds and feeds mean a lot less to us than the customer experience. At the end of the day, that's what drives subscriptions and renewals. It was critical that we create an intuitive, beautiful interface that makes it easy for customers to create, distribute and evaluate the performance of their eLearning courses."

Mindflash chose GoodData, working with GoodData Certified Partner, Keboola, to define and deliver a winning solution in less than 90 days, hitting their targeted launch. "Keboola worked as an extension of our team to build out a custom integration of GoodData, embedded right into Mindflash itself. As a SaaS company, we know what great looks like when it comes to implementation. Keboola hit the nail right on the head."

“Embedding GoodData within our product gave us the critical capabilities we needed to successfully move up-market, more than doubling our revenue. We couldn’t be happier with our decision to partner”



Randhir Vieira
Vice President of Product,
Mindflash

Mindflash eLearning Course
Performance Overview

All data has been genericized.

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Delivering Advanced eLearning Environments & Reporting

The new solution – a powerful platform with a streamlined, intuitive UI and advanced analytics with beautiful dashboard-style visualizations--would set Mindflash on a new course to business success. In less than 2 years, they successfully completed their move up-market, doubling revenue as they added enterprise clients to their customer base. Customer response to the enhanced reporting capabilities was exceptional. Randhir explained, “We use the GoodSuccess tool provided by GoodData to see how we’re doing in terms of customer usage and satisfaction trends. We can see them reacting to data, optimize their content and programs based on insights discovered within the Mindflash platform.”

What’s Mindflash’s customers’ favorite metric? Definitely engagement. Clients are blown away by Mindflash’s ability to leverage users’ video cameras to track 72 points on their faces, with a feature called “FocusAssist” providing insights into their engagement at different points in the training. Only Mindflash delivers this advanced capability, affirming their position as a leader in the SaaS eLearning market. Said Randhir, “Our goal was to create a solution that was powerful, easy to use, and proved its own value. Partnering with GoodData, we achieved that goal.”

