WINNER

BEST USE OF TECHNOLOGY FOR LEARNING

TELSTRA AND LOUD&CLEAR

TELSTRA INSIGHT ACADEMY

(L-R): Harriet Copeland, Senior Account Manager, Loud&Clear; Jo Kinvig, Graduate and Capability Lead, Telstra and Andrew Moroney, Director of Client Services, Loud&Clear.

To complement and support the face-to-face experience, and to provide an ongoing leading-edge resource, Telstra identified the need to develop a digital learning solution as part of the *Insight Academy.*

Initially designed as a two-day face-to-face program, Telstra required a solution that was both accessible and scalable. Both the face-to-face and digital learning experience focuses on three core competencies: hypothesis-based problem solving; value driven modelling and structured communications. By partnering with Loud&Clear Telstra created a leading-edge digital solution that articulates its purpose to create a brilliant connected future for everyone.

The *Insight Academy* Application is a digital, self-paced and compact learning application that serves both as a refresher for face-to-face participants and a complete program. The app provides a world-class learning experience, complete with smart chatbot, augmented reality, deep learning, and real-time content authoring via a content management system (CMS). It was designed and built to align closely to the principles of digitisation - taking an existing system

or process and reinventing it to meet the needs of a future-oriented and digitally literate user group. This approach to presenting highly complex strategic learning content that traditionally relies on a training room environment and experienced face-to-face trainers is unique within Telstra and has not been previously attempted.

The app is designed for mobile-first learning that allows staff to have flexibility when they learn. The content has been designed to be housed on smart cards that chunk learning tasks into small blocks. Given the complexity of the learning content bespoke activity smart cards were designed to allow users to put the theory to practice. The interface and visual design team created a drag and drop functionality to deliver the value driver tree and hypothesis tree theory, and a choose your own adventures to deliver communicating insights with impact and socialising with stakeholders.

The solution was designed to be either a self-led or a guided experience depending on the user's preference. The user's preference was determined at the application onboarding and was then tailored to the learner's choice. The app

mirrors learner's real-world behaviour and delivers a unique, engaging and outstanding learning experience.

Content can be edited, uploaded and pushed into the app without agency involvement. New courses, modules and activities can be created to allow the app to become a portal for further training initiatives by Telstra.

Preliminary testing during the validation stage indicated a high degree of user engagement with the solution and a strong appetite for this style of learning experience. Ongoing feedback on the application will be continue via in-app surveys and at the face-to-face training. The content will continue to be extended on to provide users with the desire and curiosity to adopt the application as part of their everyday digital activities.