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Global Education Services Maximizes Learning Engagement with **Platform-Independent Gamification and Access**

Customer Profile

A leading UK-based educational resources and services provider with a massive presence across the world. The renowned publishing and learning service provider has a reputation for delivering innovation and excellence in the field of education.

The Business Problem

The client was looking for the latest technology solutions to:

Allow SMEs to develop educational resources in the form of interactive games and make them accessible to students at the earliest and at the lowest cost to enhance learning impact.

Facilitate multi-platform access that converted legacy content with minimal manual intervention or having the need to recreate the content.

Provide resources in an updated environment.

Key Objectives

The key objective of the technology-driven transformation for the leading education services provider was to support its customers to deliver personalized learning experiences. The most appropriate solution should facilitate educators to offer modern pedagogical solutions and connect with students in technology-driven ways. They also wanted the solution to boost engagement and learning retention.

To achieve all these goals, the client required:

An engaging game authoring tool to aid game creation and gamification of assessments and learning modules.

A technology solution to facilitate unified access across devices and learning systems to enable anytime, anyplace learning access.

No-code/low-code seamless integration facilities so that SMEs can configure and deploy the system autonomously.

The Integra Solution

Experts from Integra envisaged the solution with the help of Business Value Exploration (BVE) workshops with the leading British publisher. The team collaboratively assessed requirements and defined technology transformation goals and timelines to realize their vision.
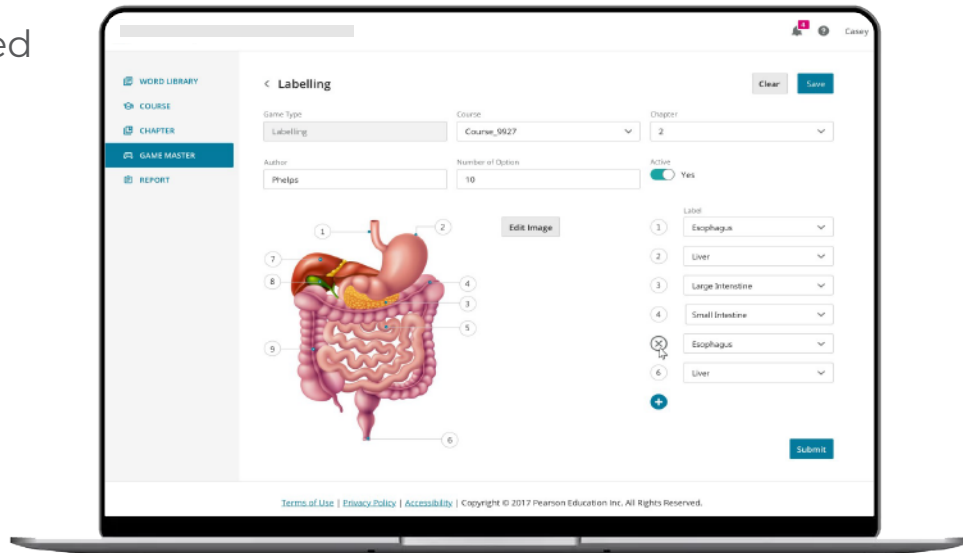
- A product-centric approach was used to combine components for the client's goals.

- Integra offered seamless, platform-agnostic gaming and interactive tools.

- Customizations were configured for keywords, courses, chapters, and more.

- Integra also delivered generic features like preview panels, interactive buttons, and user-friendly containers.

- Support for data extraction, reporting, and intuitive score summaries was also added.

- The solution was WCAG-compliant and LTI-enabled for compliance and accessibility.

Business Outcomes

Cloud hosting facilitated ease of access and delivered significant improvements.

- Empowered SMEs to focus only on authoring the interactives and publishing them, which enhanced productivity and quality of content, leading to **improved learning outcomes**.

- **Reduced time taken** for interactive deployment and increased the number of interactives being published with easy-to-use tools. Which lead to higher revenue from more content offering.

- **Higher user engagement** from inclusion of new games and interactives which were added in a shorter turnaround time, supported by a powerful, scalable framework.

ABOUT INTEGRA

Integra is a trusted partner in Business Process and Technology Services for many leading organizations worldwide. With a focus on providing end-to-end solutions for digital content, learning services, and content workflows, we help our customers realize transformational business value.

For more information, please visit
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