



Instructure streamlines video content management on their LumApps platform



Instructure, a leading SaaS company in the education sector, needed to personalize its employee experience. Their team, spread across multiple continents, was looking to streamline information discovery and knowledge sharing for each country or region. In April 2022, Instructure tapped LumApps to reinvigorate their employee experience. Recently, Instructure explored an add-on LumApps offers: LumApps Play, for video content management. Prior to LumApps Play, Instructure stored videos in a Google Drive folder and surfaced videos via a widget within their LumApps platform. The videos were designed to support the change management process and help users learn how to navigate the various portions of Instructure 360. The main pain point was consumption and audience analytics were not available.



Other pain points included:

- ✓ Managing access to videos according to user region and market.
- ✓ The risk that an internally-facing video could be accidentally shared externally.
- ✓ From a user experience standpoint, videos required a new browser tab and subtitles were not easily accessed unless they manually uploaded SRT files.



Instructure currently leverages LumApps Play for two main use cases:

Onboarding and Change Management.

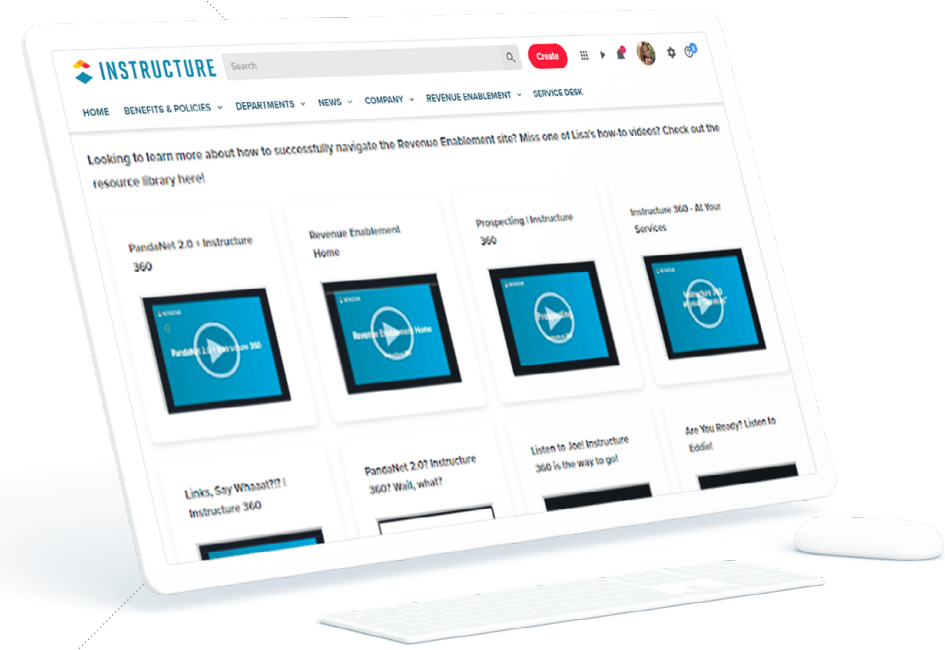
When a new hire joins the revenue organization, they access the Onboarding Community within LumApps. There, they have access to the most frequently viewed videos in a playlist format, using the Lumapps Play Playlist widget, so that they can learn how to navigate the site.

Service Updates.

The Instructure services team makes updates to its offerings and processes on a regular basis. These updates are communicated effectively via video. They’re delivered to a targeted audience through the leveraging of site metadata APAC, EMEA, LATAM, NORAM K-12 (primary and secondary education) and NORAM HIED (Higher Education) to deliver targeted updates in video format to support user engagement. Even though some updates are text-based, many users prefer to consume the video update instead, offering a flexible format in which users are offered a choice on their content consumption preference.

“Lumapps Play is intuitive and easy to use, supporting our goal of personalized internal communications for our global revenue teams.”

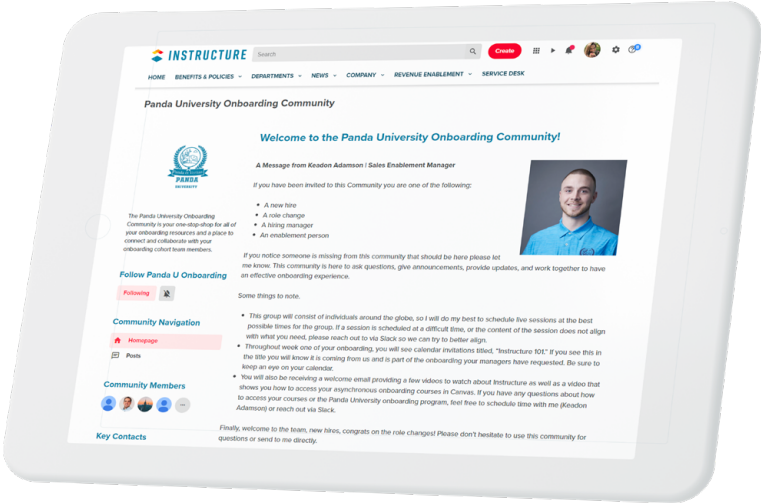
Lisa Capra,
Revenue Knowledge Strategy Manager
at Instructure



Key benefits of LumApps Play:

- ✓ Creating playlists (could not do this with Google Drive), especially useful for employee onboarding
- ✓ Tracking viewership analytics
- ✓ Monitoring audience bounce rate
- ✓ Accessibility features - captions, subtitles, and auto-mated transcription
- ✓ Call to Action - adding text and a URL for users to select while watching the video to promote engagement.

LumApps Play helps Instructure understand and define its video content strategy. They use viewership analytics to track which groups of users (APAC, EMEA, LATAM, NORAM K-12, and NORAM HIED) consume internal content. They also monitor audience retention to see when users are losing interest and use this data to inform their decisions on how to structure future videos.



“One of our core values is education for all, accessibility for everyone. LumApps Play helps us deliver on that promise by providing subtitles and other features which keep us in compliance as required by law.”

Lisa Capra,
Revenue Knowledge Strategy Manager
at Instructure



LumApps helps companies in all industries improve communications, employee engagement, knowledge management, and much more.

Get in touch to know more!