

Improving & Tracking Training Video Adoption

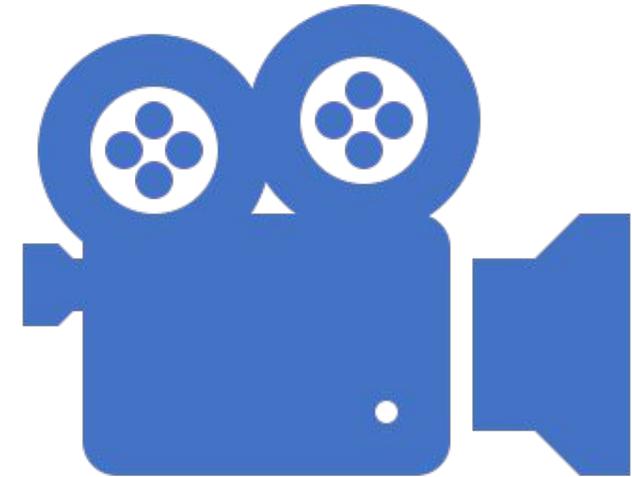
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Ease of access

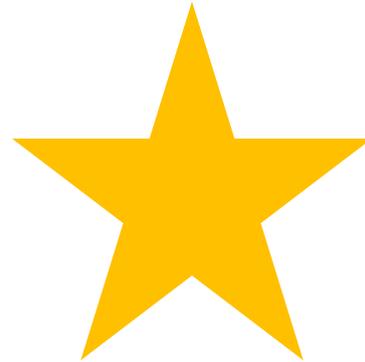
**Training videos are only as good as
their accessibility to the intended
audience.**

Some challenges include videos that are:

- difficult to locate.
- frustrating to navigate.
- challenging to track viewing habits.
- hard to prove Return on Investment (ROI).



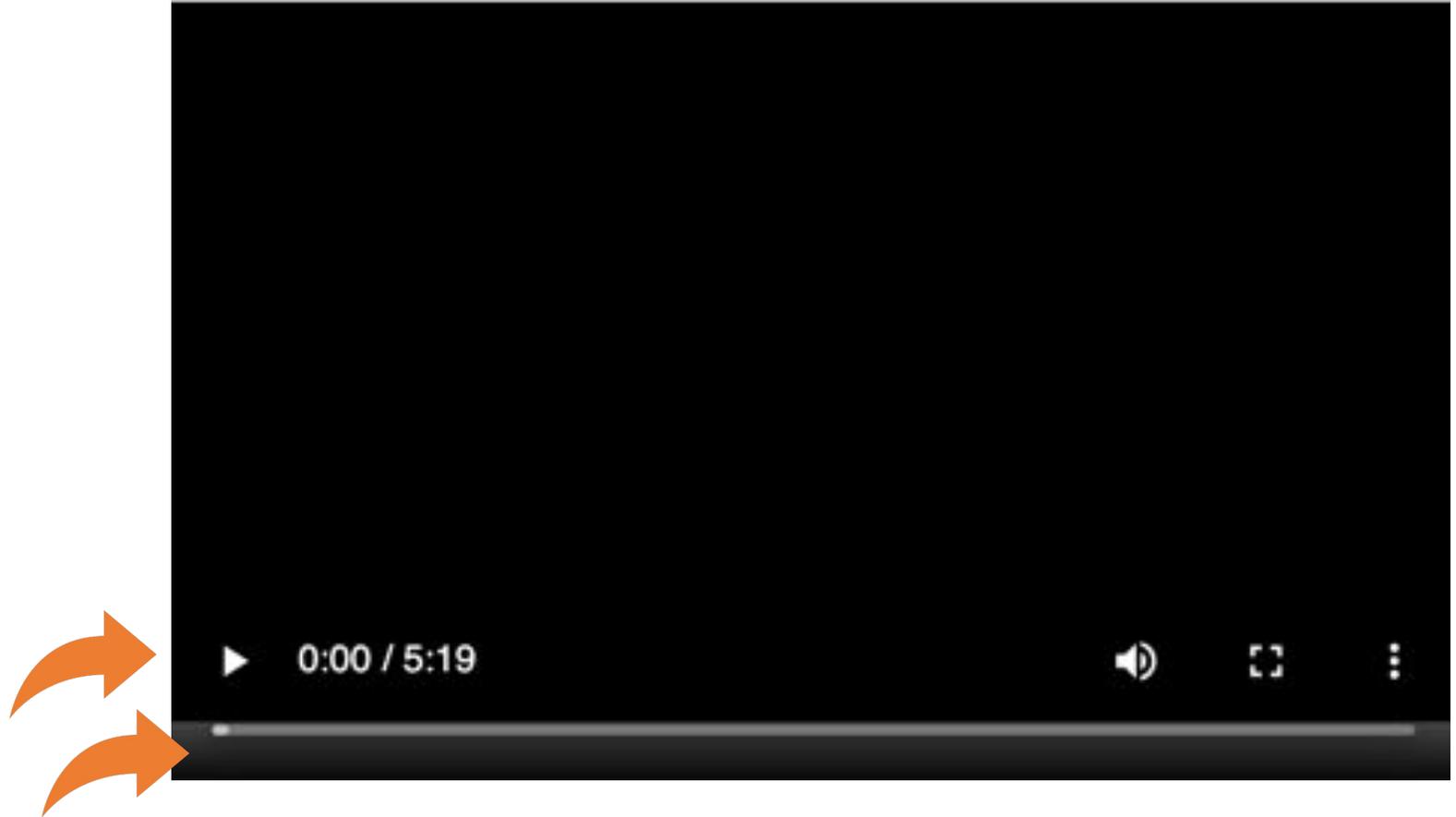
Use online video hosting platforms to supercharge your training videos.



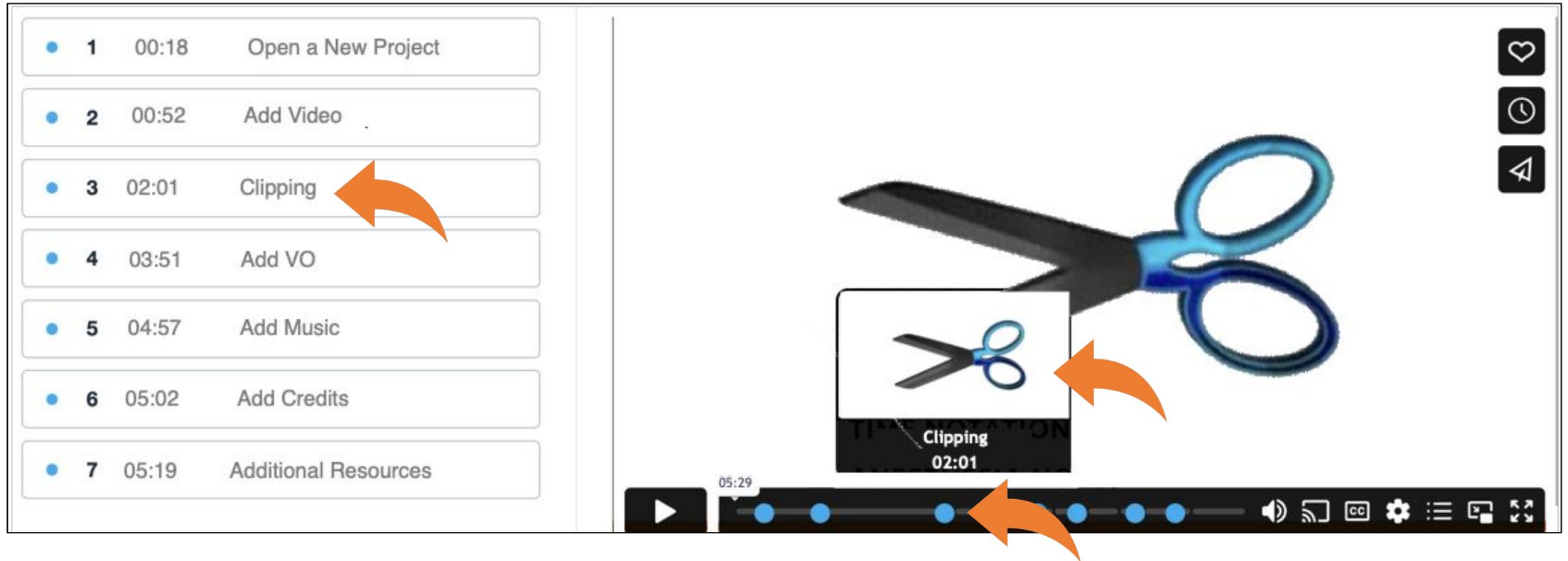
Platforms such as [Vimeo](#) offer features that improve video functionality and ease-of-use for viewers.

You can take your videos from here:

- Lack of enhanced playback features.
- No way to see or jump to points of interest.



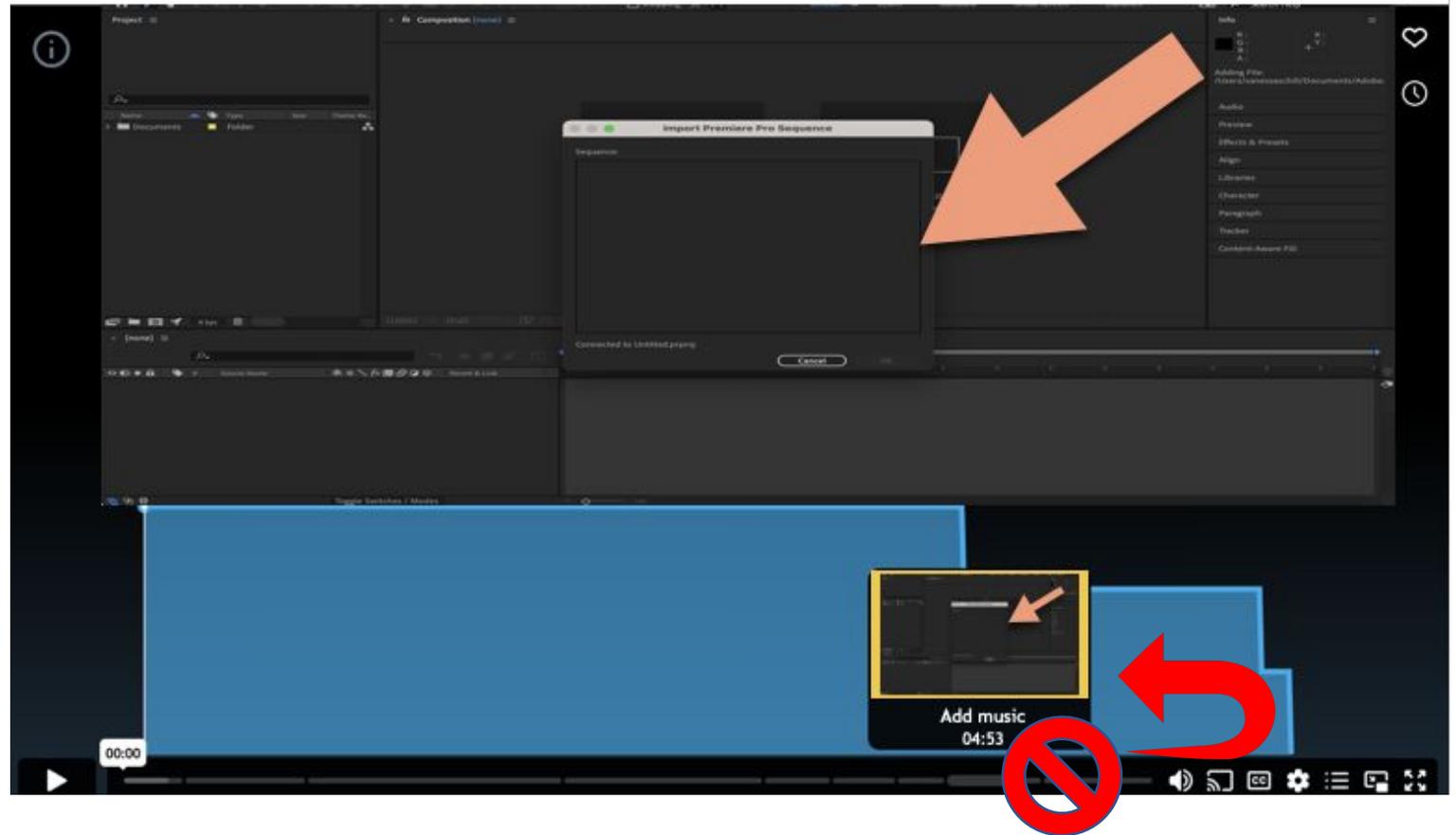
To here:



The added chapter feature allows users to preview and jump to topics on the timeline, saving time and effort.

Viewing habits

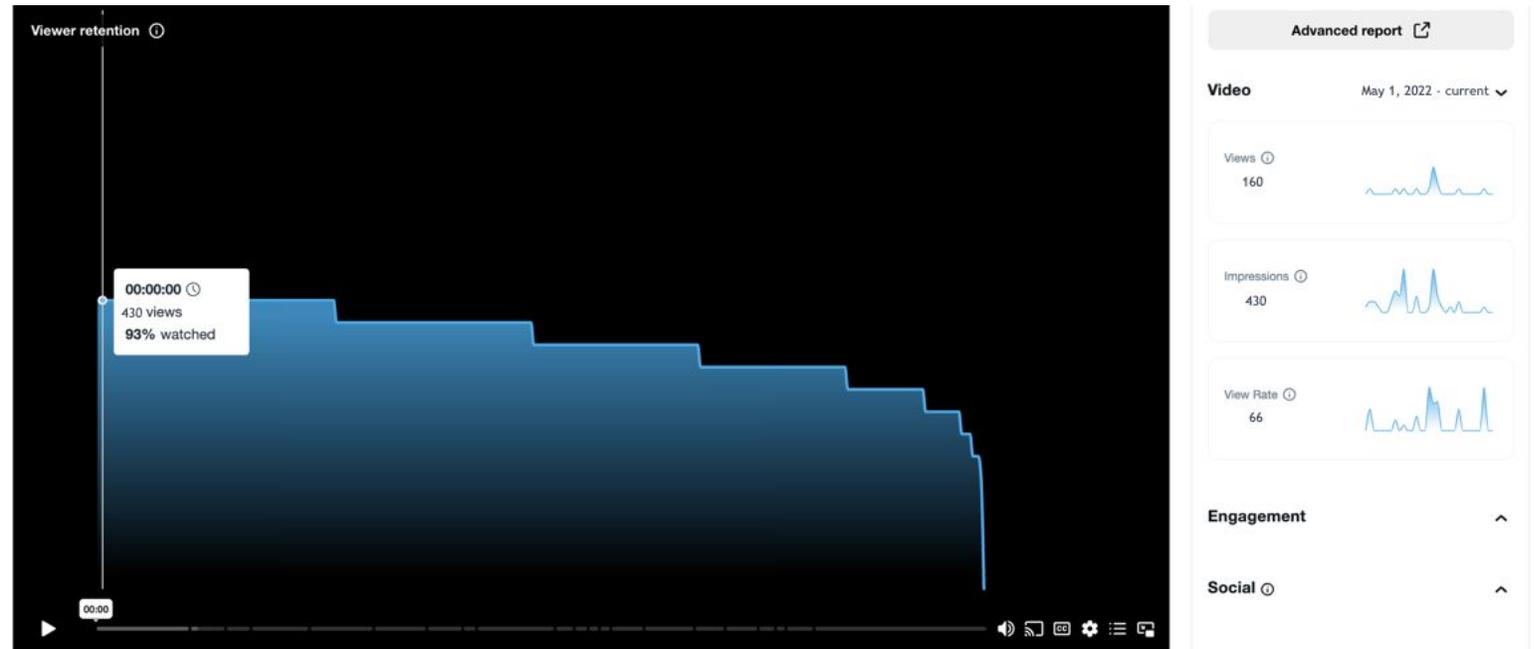
These programs also provide insight into the points where users stop viewing, or “drop off,” the video.



Use this information to help identify potential training gaps and opportunities to make video content more engaging or offer additional support.

Analytics

See the number of views, impressions, and view rate for your video.



These data points can be used in reports to stakeholders to illustrate the Return on Investment (ROI) for the video.

Generally speaking, $ROI = (\text{Net Benefits of Training} / \text{Costs of Training}) \times 100$.