

Innovation in Learning Earns Allen Communication Four Brandon Hall Excellence in Learning Awards

Brandon Hall, a top learning research firm, has recognized Allen with four learning awards.

SALT LAKE CITY, UT, USA, September 19, 2014 /EINPresswire.com/ -- [Allen Communication](#), an innovator in online training and education, has been recognized with four [Brandon Hall Excellence in Learning](#) awards. Not only was Allen the most awarded company in the Best Custom Content category, but Allen also stands out for the range of impactful solutions. In a record-setting year at Allen, these awards are additional evidence that an emphasis on measurable business results and agency quality creativity is working for its partners.

The following projects were recognized:

- **Integrated approach to brand education:** For a Fortune 100 technology company, Allen designed a gamified learning program that creates brand champions by helping learners and managers track and improve individual brand impact score through intuitive dashboards. The program has now achieved 10 times more voluntary completions than any other program in the company's history.
- **Personalized learning:** Partnered with a healthcare organization to design a safety course that reduces seat-time while improving safety outcomes through a personalized experience.
- **Social learning:** Delivered a highly-interactive social learning portal and integrated courses for teachers and volunteers, helping to integrate forums, coaching, badging, and leaderboards into the learning experience.
- **Retail gamification:** Designed and implemented highly-branded courses, including a scenario-based learning game, for a global retailer to improve customer service, help employees prioritize tasks, and ultimately increase sales. The course has been taken by every retail manager in the organization and is standardizing the customer experience.

Each project went through a rigorous judging process which evaluated customization, design, functionality, usability, innovation, and overall measurable benefits. The emphasis on measurable benefits makes the Brandon Hall awards challenging to earn and identifies the winning organizations as important learning solution partners.

Allen CEO, Ron Zamir, said, "Our industry is, as we speak, going through an aggressive innovation cycle. Responsive design, social media, video, and the ability to cross from employees to customers is pushing us to look for innovation in each project. We are proud of our team members, instructional designers, producers, programmers, artists, and project managers that innovate continually to earn us these Brandon Hall Awards."

Allen offers [award-winning expertise](#) in education and instructional design. For more information on Allen's results-based consulting, design, and technology strategies visit <http://www.allencomm.com>.

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