

How Loop is Helping Discovery Communications Build an “Everyday Learning” Culture



CASE STUDY

2600+

Users

300+

Pieces of targeted content

Industry

Media

Location

United Kingdom

The Company

Beginning as the Discovery Channel in 1985, Discovery Communications has become a global mass media organization that boasts over 50 entertainment brands reaching more than 480 million viewers worldwide.

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“Loop helps us to deliver fresh learning content to targeted audiences through an easy-to-use mobile-friendly platform.

Loop is a key part of our future learning strategy.”



Jennifer Wrigley

Learning and Development Manager
Discovery Communications

The Challenge

Discovery's legacy Learning Management System wasn't meeting the needs of their learners, and an internal review revealed that the average learner accessed the LMS less than twice a year.

Jennifer Wrigley, Discovery's Learning and Development Manager, was determined to help Discovery embrace an everyday learning mentality and make relevant, learner-focused content easy to create, access and apply from anywhere in the world.

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Users were accessing the LMS once or twice a year. That's not really learning, that's just a reference tool. There is a lot of content on the LMS, but it's hard to find what you need. For example, when there are 20 different articles on 'How to be a Great Coach,' most people don't know where to start.

The Solution

Jennifer was drawn to Loop's learner-first approach, and initial conversations with Loop's team were very encouraging.



David (Loop's Chief Learning Strategist) is the ex-Director of Learning, Talent and OD at Disney, so he gets it. He understands the challenges, and everything in terms of learning, development and people making time for it.

As a first step, Jennifer decided to implement Loop for Discovery's Global Mentorship Program.

With hands-on help and consulting from Loop, Jennifer and her team:

- Rapidly created and deployed targeted, relevant content for mentors, including newly-shot videos featuring past mentors/mentees
- Developed an email series to promote the content within Loop and encourage engagement
- Analyzed and responded to ongoing feedback from users, including new, learner-driven content



We created our own content and brought in external content to try and inspire both mentors and mentees.

We found that the majority of our learners were exploring more content within Loop, not just the topics we promoted. Users were writing comments and creating conversations inside the platform - something we'd never had before.

The Result

Within one month, Loop was clearly outperforming the company's LMS on learning engagement, and at a lower cost.

Most importantly, Loop has helped Jennifer and her team take steps on their journey to transitioning Discovery's learning culture away from static resources and workshops to incorporate on-demand, everyday learning that's easy to access.



"Within a month, over 45 percent of our users had already accessed the system, with the majority accessing it multiple times and reading multiple articles.

In the past we were paying for content that nobody wanted, whereas with Loop we're paying for resources people want, so it's the right investment."

Get where your learners are.

Let us show you how Loop makes it easy to give your learners the resources they need, when they need them.