



How a Fortune 50 company increased knowledge retention by 46% in one month

Big businesses lose big when it comes to knowledge retention from their training programs.

According to the Ebbinghaus Forgetting Curve, the average person forgets up to 80% of what they have learned in less than 30 days. When you combine the average costs of \$1,229 to train an employee, it's no wonder that even the best companies are looking for ways to reverse that trend. The fastest and easiest way is to institute quick, microburst training techniques that can have a positive and quantitative impact on training performance. Retrieval Practice, by incorporating spaced repetition, interleaving, and varied delivery does just that -- and a Fortune 50 technology company reversed that negative trend utilizing a gamified app built by Trivie.

In their evaluation experiment of Trivie, they constructed an A/B test to understand the dynamics of the knowledge retention of their training programs. The results were staggering:

GOALS

- To help increase knowledge retention from predetermined training courses
- To identify gaps in knowledge proficiency among learners (employees)
- A/B test one large group to get a non-biased assessment
- Be able to implement 100% self-service in less than a week

TACTICS

- Conduct a training class as normally scheduled and delivered
- Enlist approximately 500 learners
- Employees divided into two equally-sized groups - A control group (Group A), and a Trivie Group (Group B)
- Group A - training the current way, and without any follow-up reinforcement
- Group B - training the current way, and reinforcement utilizing Trivie
- Upon completion of the training classes, all learners (both Groups A&B) to be given one mobile game of Trivie containing three quizzes of 10 questions each
- Group B was then given additional gamified mobile quizzes on day three, day five, and day 10 post training
- On day 15, both groups were given the same Trivie game once again as they had in the beginning of the experiment.

THE RESULTS

- Group A average score was 45.8% (without Trivie)
- Group B average score was 92.3% (with Trivie)
- Average time to complete each set of Trivie quizzes - 8 minutes and 12 seconds

THE CONCLUSION

Utilizing scientifically-proven learning techniques like Retrieval Practice and gamification, a company can produce an extremely high knowledge retention rate (in this case, an increase of 46.93%). This increased training efficiency and effectiveness has enabled this Fortune 50 company to:

- Boost overall learning performance
- Reduce the frequency (and costs) of training
- Identify knowledge gaps in their current and future training curriculum
- Increase the overall productivity of learners

And it only took 8 minutes and 12 seconds. That's not trivial.