5 Reasons why all Bb customers should know about EesySoft

Solution	Primary target audience	EesySoft Solution
1) Get insight	Academic Leadership	EesyReports
2) Take action!	Faculty training & support	EesyReports
3) Measure the impact of your training & support interventions	Leadership & Faculty training & support	Campaign Manager
4) Reduce support & training costs	Helpdesk	EesyMessaging
5) Increase value of predictive analytics	Academic Leadership	Campaign Manager & EesyMessaging

1) Get insight

By monitoring user interactions within the Blackboard environment, **EesyReports** is able to provide your institution with a detailed understanding on how Blackboard is being used by faculty and students. The reports can show adoption on an institution, department, course or individual user level.

With our Content Management tool **"EesyProducer"** customers can decide what they want to monitor and how they would like to structure the reports.

Below an example adoption report
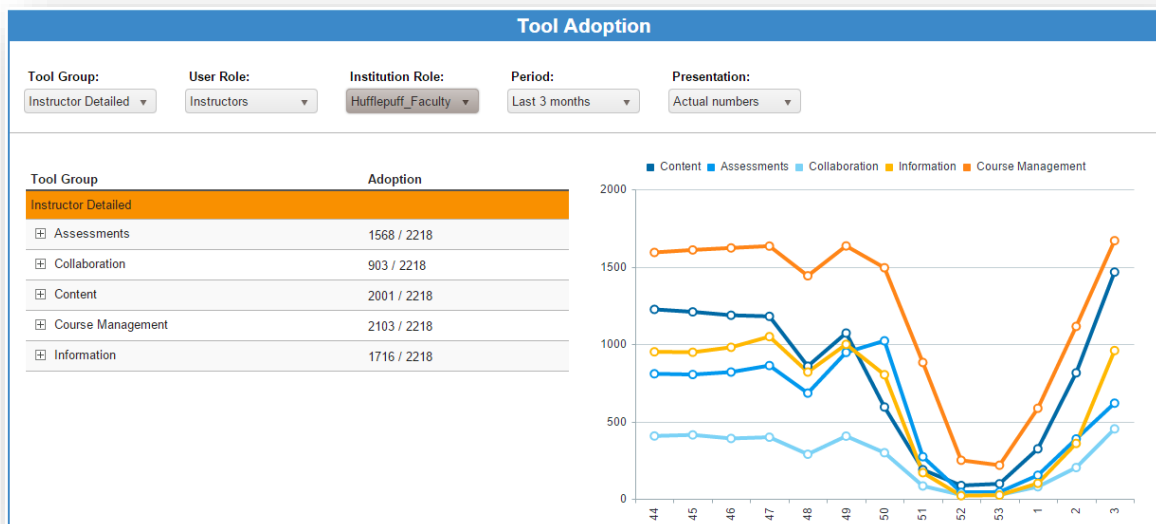
2) Take action!

Just having an understanding of how Blackboard is being used is not going to change anything. Therefore we have made our reports **actionable!**

Directly from the adoption reports you can **define & create user segments**, allowing for targeted communication to the specific group of users that has been selected. E.g. Instructors that have not been using Rubrics during a specific period.


3) Measure and evaluate the impact of your training & support interventions

Institutions spend a lot of money, time and effort to educate their academic staff in the use of technology. But rarely they measure or evaluate the result of the training.

EesySoft's **Campaign Manager** allows customers to setup **targeted interventions** and **measure the impact.**

With **targeted** we mean that the customer can select a specific group of users. This can either be done by manually selecting individual users or the customer can select a group of users based on criteria like (non-)usage of specific tool(s), institution role, etc.

Measurable means that we can see the impact of the interventions in the campaign reports. In the example below you can see that the weeks after the training the adoption of Adaptive Release grew from average 45 users to 100+ users.
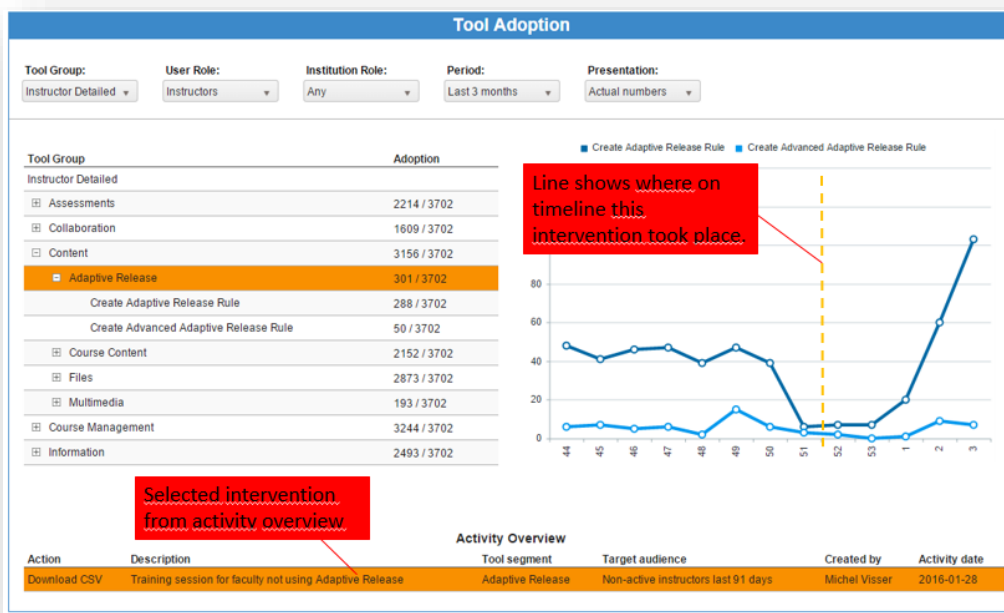
Campaign Manager is expected to be released end Q1 2016.

4) Reduce Support & Training Costs

EesyMessaging allows institutions to communicate with segments of users during their actual application usage, proactively addressing problems, promoting functionality or reinforcing key capabilities.

The in-context communication will reduce the number of calls to the helpdesk and reduce the need for detailed "how to?" training & support, as all relevant information is provided to users **at the moment of need.** *On the next page you will see some examples.*

Pro-active communication
While working within Blackboard, your staff and students can receive **pro-active information** that is relevant for the part of the application they are working in. This could highlight:

o   New functionality (see example on right)
o   Sharing best practices
o   Frequently Asked Questions
o   Technical known problems
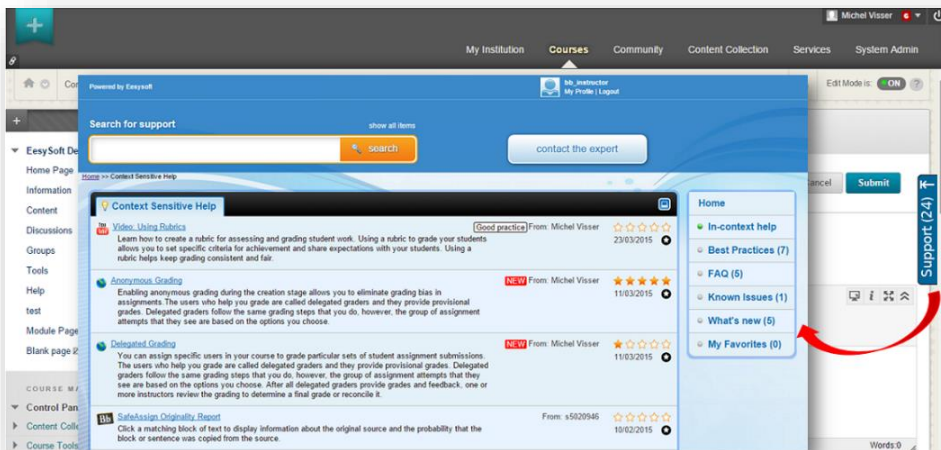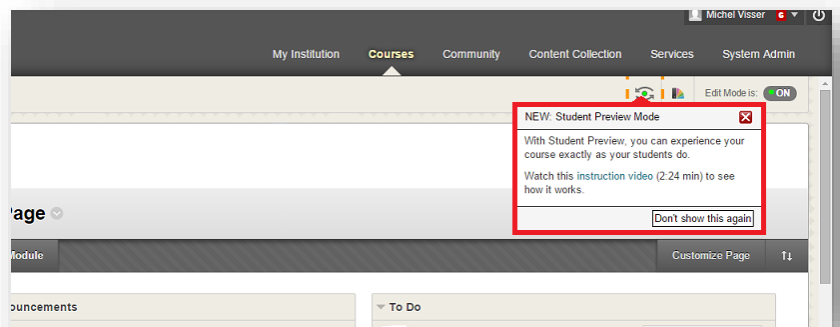
Context-sensitive help
While active in Blackboard users can get **just-in-time support** by clicking on the EesySoft support tab (see example on left). This will open their personal Adoption Dashboard. In one overview your staff and students get all the context-relevant information for the part of Blackboard they are working in.

Out-of-the-box content

For our Blackboard customers we can make all the content of help.blackboard.com, context-sensitively available directly from the Blackboard interface. The content will automatically be updated once new content becomes available or when you are upgrading to a new service pack. This saves a lot of time creating content and keeping it up-to-date, while providing your staff and students with a powerful in-context support solution.

Institution specific content

Via our Content Management System (EesyProducer) we allow customers to make institution specific content available for faculty and students. Different content types are supported including: Videos (YouTube) and, Word and PDF documents.

5) Increase the value of predictive analytics

Predictive analytics is hot. Many tools are there to help institutions glean powerful data-driven insights and use them to improve student success and/or increase retention.

But this only works when there is a lot of student activity data available. Student activity data is generated when students are actively using Blackboard (and other technology). This largely depends on whether faculty actively use the available Blackboard tools to support their teaching and learning. If not, then little data will be available.

So, if institutions want to invest in predictive analytics (tools) they better make sure that faculty & student adoption are at an acceptable level. The tools as described above will help them to realize this.

Don't hesitate to contact us if you have questions!

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