



## kitaboo insight

Enables 24X7 Training  
**for 1000+ Dentistry  
Practitioners**

### Client Overview

The client is an evidence-based teaching center pioneering in restorative dentistry. Their training academy has an immersive learning environment and a great faculty training thousands of dentists annually.

Their technology-enabled state-of-the-art learning environment with live video demos and app features made their courses extremely popular among dentistry practitioners. A technical glitch in their app and an upcoming deadline for a new course announcement became a business challenge. Kitaboo Insight was the ideal fit technology partner and helped the academy with quick turn-around time to go live with their branded mobile app.

### Business Requirements

- 1 Upgrade the Reader App** as the existing app was a PDF reader with minimal functionalities and was available only on iOS. This was a major hurdle to reaching out to a larger audience.
- 2 Enrich Courseware with Interactivity & Collaboration Tools** such as multimedia and high-definition visuals to keep the dentists engaged and facilitate communication with peers & faculty.
- 3 Make the Course Multi-device Friendly** as there was no uniformity in content experience when accessed through different devices by dentists.
- 4 Subscriptions Management** became a business need with their courses available online and on apps; a robust, secure and easy distribution channel was required to increase the revenue funnel.
- 5 Tablet-friendly Assessment** was a requirement as many dentists accessed content on their tablet devices.

## Hurix Solution and Approach

A cloud-based content transformation platform to create-publish-distribute interactive mobile-ready digital content for training on-the-go was offered with Kitaboo.



### 1 Interactive Training & Content Authoring

The content authoring platform delivers enriched courseware with multimedia including audio, video, demos and high-definition visuals for in-depth hands-on learning experience.

### 2 Pre-training, On-training & Post-training Assessments

The engagement of students was strengthened with mobile-friendly assessments all along the learner journey.

### 3 Quick Turnaround Time

With no hardware or software requirements, the cloud-based digital publishing platform is quick to respond to mobile publishing needs.

### 4 Device-agnostic Content Experience

Kitaboo delivered training content that auto-adjusts to different device screens (smartphone, tablet, PC) and works across multiple operating platforms (iOS, Windows, Android).

### 5 Collaboration

Kitaboo-powered collaboration tool enabled the instructor and learner to share highlights and notes, provide feedback and analyze performance.

## Key Customer Benefits

Carrying out the practical procedures in restorative dentistry with the help of related videos resulted in **on-the-job proficiency and superior learning outcomes**.

**Freedom to learn at their own convenience** irrespective of the dentists' busy schedule resulted in higher participation and completion of training.

**Reduced costs and increased ROI** as courses were available on multiple devices (smartphone, tablet, PC) for anytime access. It eliminated the expense of hard copy distribution and avoided dependency on trainer availability for module completion.



Transforming PDF content into a multi-platform multi-device app is seen as a **one-time investment** for course delivery to a large number of users, irrespective of batch size, target learner groups and location.

With Analytics, the academy could **track the status of progress** and completion of the course.

Provided them **full control over course distribution**, allowing the admin team to authenticate users and give them access to courses

Resulted in **high learner engagement index** and **increased collaboration** with activities and peer-to-peer learning during the course

**Achieved business advantage** by positioning the academy as 'Centre for excellence in digital teaching-learning environment for dentistry'

## Conclusion

HurixDigital provided the client with Kitaboo Insight- an all-in-one training application. Kitaboo Insight helped them deliver interactive learning materials to their students, resulting in improved learning outcomes. The intuitive and device-agnostic app helped the client achieve cost savings and significantly increased their ROI. With responsive content, multimedia elements and innovative interactivities, students were able to learn and practice dentistry efficiently. Kitaboo Insight helped the client maximize the quality and efficiency of their training delivery by providing an engaging and compelling learning application.

## About HurixDigital

HurixDigital is the leading digital content solutions provider to global educational publishers, institutions and corporates. Our product and service solutions provide effective, compelling, and engaging digital content, across traditional and newer mobile platforms, formats and devices. HurixDigital is the preferred Thought Partner of future market leaders, at the convergence of technology and content, in learning.

Kitaboo Insight, our mobile-first training platform enables enterprises to create and securely deliver engaging training content. We offer innovative products and solutions, helping enterprises to enhance and transform the learning and development process.



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