



# Domino's Pizza Enterprises Make the Shift From e-Learning to m-Learning

Domino's Pizza Enterprises is excited to be launching their mLearning strategy. This article describes a new term in the online learning world – mLearning and how it is fast becoming a necessity in today's mobile workforce.

We are all familiar with the shift from traditional face to face training methods to e-Learning and online delivery of training. But there is a new demand emerging for even greater accessibility to training. Enter m-Learning.

m-Learning or Mobile Learning takes e-Learning to a whole new level. It is described as “any sort of learning that happens when the learner is not at a fixed, predetermined location, or learning that happens when the learner takes advantage of learning opportunities offered by mobile technologies.”

The emergence of mobile technologies including smart phones, tablets, handheld computers, mp3 players and notebooks has opened up the possibility of accessing training literally anywhere. No longer are learners chained to a desk watching e-Learning presentations, they can now get out on the floor and see, touch, feel and experience the products they are learning about, truly epitomizing the idea of blended learning.

This provides trainers a far greater scope for creativity in their learning design, a far more engaging and interactive experience for the learner, and most importantly, greater retention of the information being provided.

Domino's Pizza Enterprises are very excited by the prospect of m-Learning and what it can offer their workforce. "We have provided e-Learning opportunities to our team members for many years now. But it seems that less and less people are accessing the internet via desktop computers and even laptops these days. People are so used to getting instant online access from their smartphone or tablets. That makes it essential for us as a business to shift from e-Learning to m-Learning so that our employees can access all their training and company communications wherever they are. They can even complete their induction training on the bus on the way to their first shift. The possibilities that this technology opens up for us are endless." – Kellie-Ann Drever, Learning and Development Manager – Domino's Pizza Enterprises Australia.

It is important to remember that just like e-Learning did not completely replace face to face delivery, not ALL training will be accessed via mobile devices. m-Learning does bring with it some limitations in terms of screen and key size, connectivity, meeting bandwidth requirements for media heavy content that requires fast streaming, and battery life. These factors need to be considered in training design to ensure your learner's experience is not interrupted. Provided you plan your delivery with these limitations in mind, you have the potential to deliver rich and engaging content.

High quality e-Learning software should already have the capacity to deliver training via mobile devices. If your existing provider does not currently offer this capability and has no plans to upgrade in the immediate future, it may be time to look elsewhere for a provider who is staying ahead of the ever increasing demand for mobility from both business and end users. Having access to information in the palm of your hand is no longer a luxury, it is a necessity that users expect to see. Trainers who recognize this and adapt their training to suit will immediately increase their participation and engagement rates.