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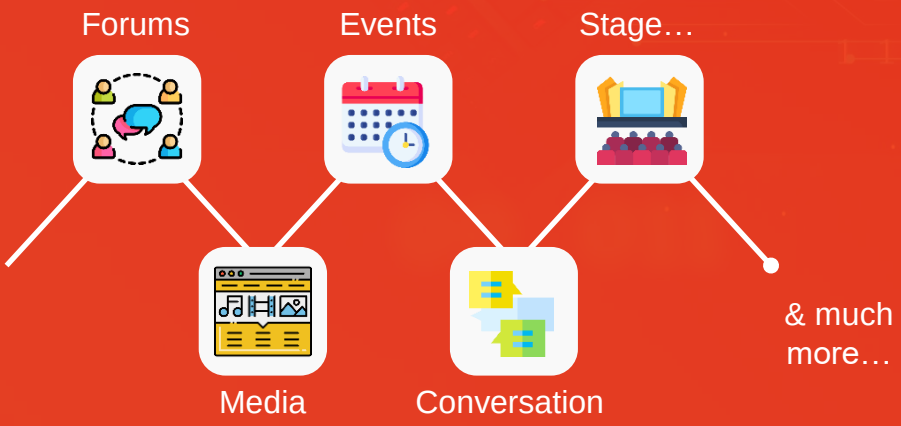
Epic.U

Next-Gen
Social Learning Platform
Infinite Possibilities

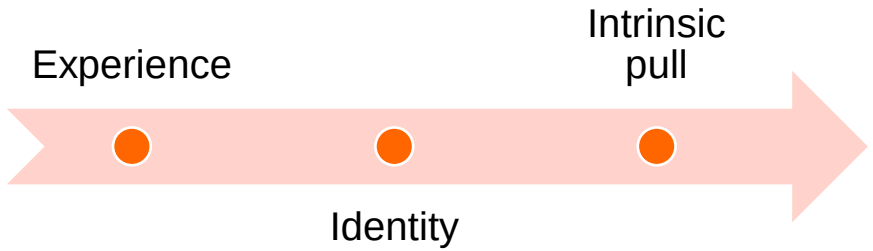


How do people Learn?

आचार्यात् पादमादत्ते
पादं शिष्यः स्वमेधया ।
पादं सब्रह्मचारिभ्यः
पादं कालक्रमेण च ॥

You learn 25% from your Guru
You learn 25% on your own
You learn 25% from your classmates
And the balance you will learn with the passage of time

Ways of Learning…



What Data Speaks..

No real “war for talent”, there is a **“war for engagement”**

91%
Employees feel they need more **connect & motivation** from their managers

92%
Employees are likely to innovate when put under a community & collaboration environment

58%
Jump in productivity if employees get to interface with peers & management

1

“Business becomes social, announcement becomes dialogue, creation becomes curation & strategy becomes purpose” – Edward Ford, Enterprise Community Manager @ Thomson Reuters

Importance of Community & Community Manager

2

“After our CEO sent the email, all of a sudden learning spiked,” Laura Simzer, VP of Global Talent at MediaKind. “We received so much positive feedback. Emails just keep coming through. It was really magical.”

Cultural change must be top-down

Workplaces of the future will be driven by digital tools & platforms that pave way for efficient, collaborative and thriving employee experience.

This employee experience will translate into superior customer experience as well.

Sources:
Bersin by Deloitte report, 2022
Glint State of the Manager report, 2021

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The Irony Of Disconnect In Social Learning

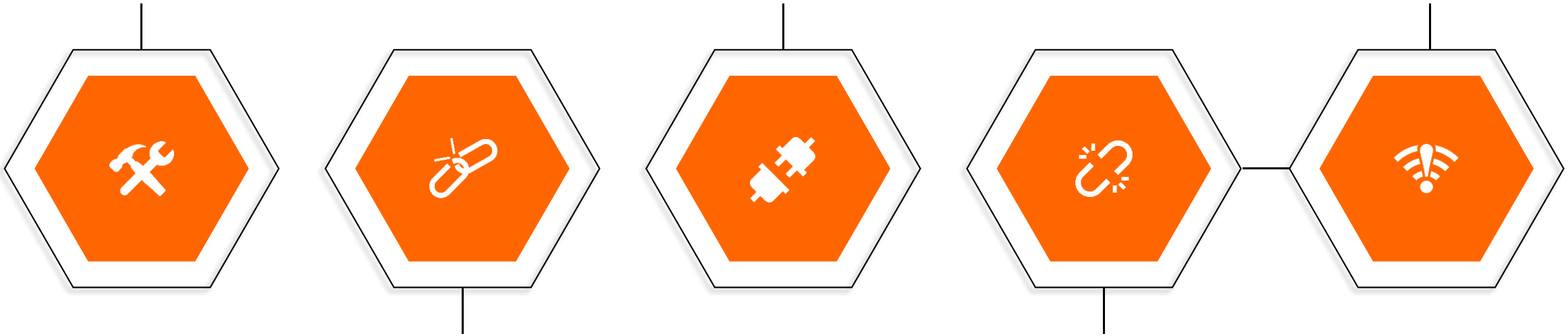
Workaround Tools And Platforms Being Used

Distracted Learning With Minimal Purpose Retention

Data And Information Exposure Vulnerability

Zero Collaboration Among Peers In The Ecosystem

Content And Materials All Over The Place



Presenting Epic.U

The Social Learning & Collaboration SuperApp from UNext

What Is Epic.U?

It’s the ultimate social learning & collaboration app where members can engage, feel empowered, and ultimately excel at workplace.

How Epic.U Elevates Workforce Transformation?

- ✓ Cultivate the DNA for peer learning & collaboration
- ✓ Create, curate, and share topic-specific articles and posts
- ✓ Go live and have real-time sessions, seminars and meetups
- ✓ Knowledge sharing through debates, surveys, and polls
- ✓ Powerful networking opportunities with management
- ✓ Options to customize, white label, or manage the solution depending on enterprise-specific requirements

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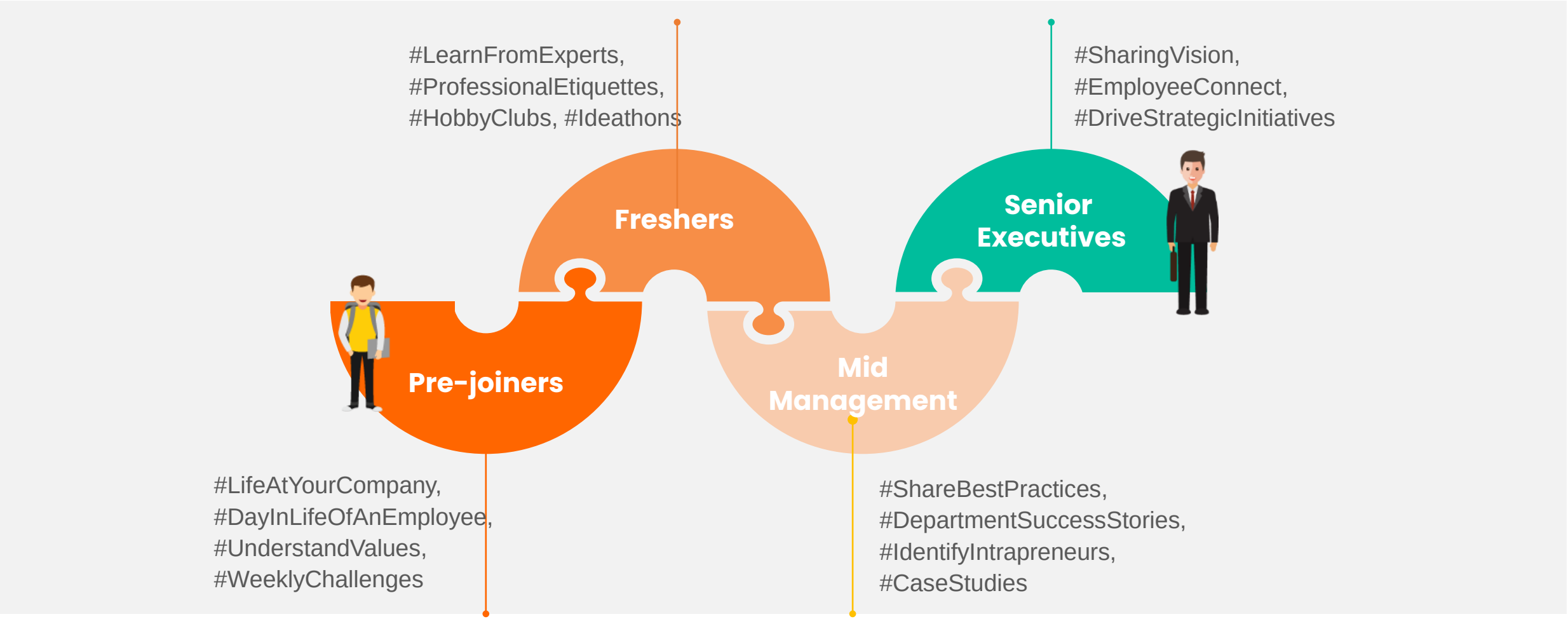
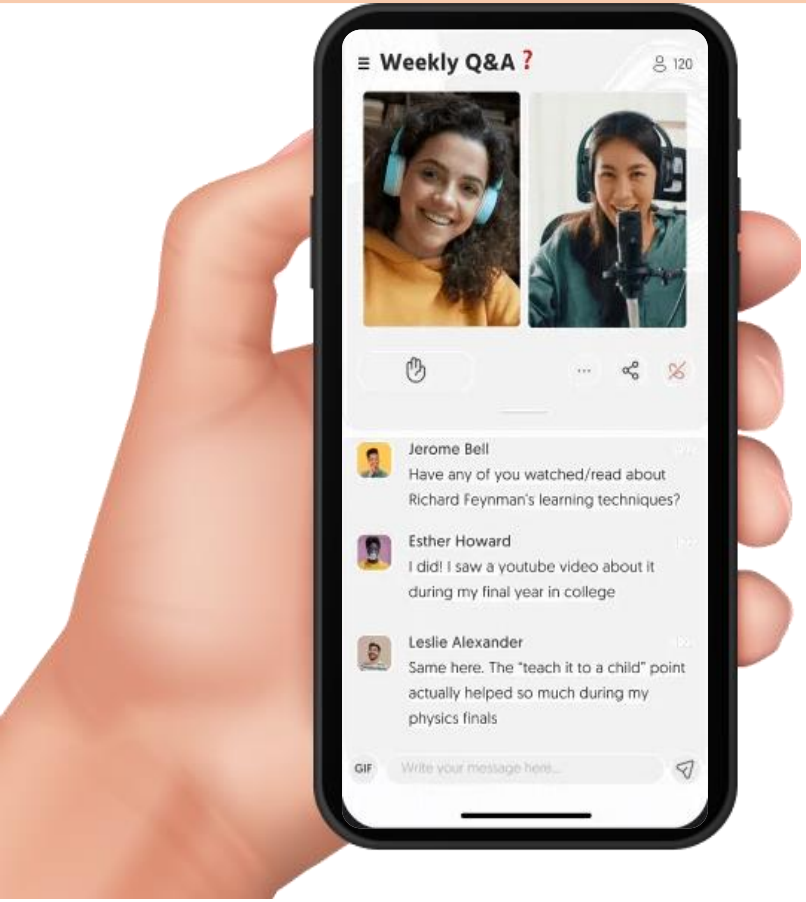
Instill a sense of belonging & inclusivity through the employee lifecycle

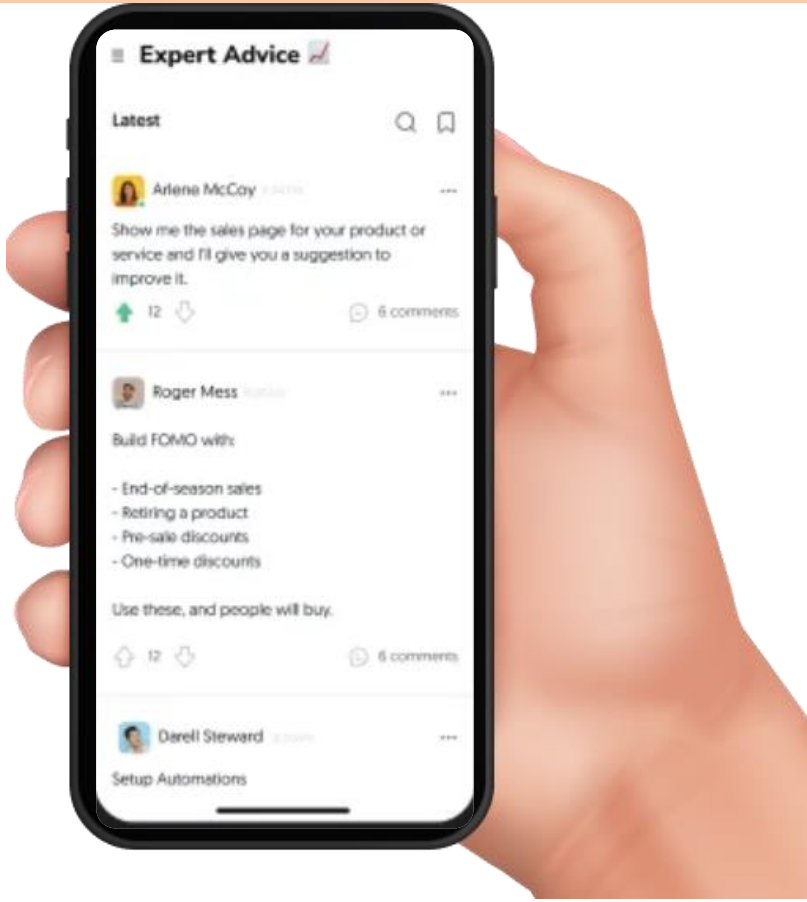


Product Features

Stage – LIVE Events & Webinars
Our Clubhouse/ Zoom

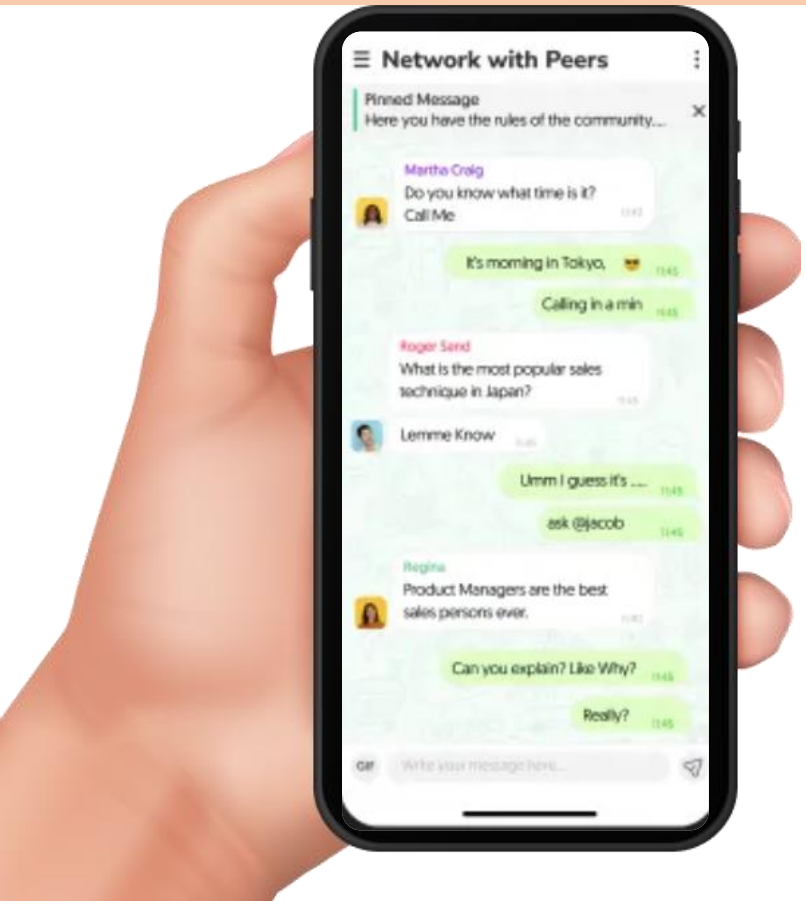


Forum – discussions
Our Reddit/ Quora

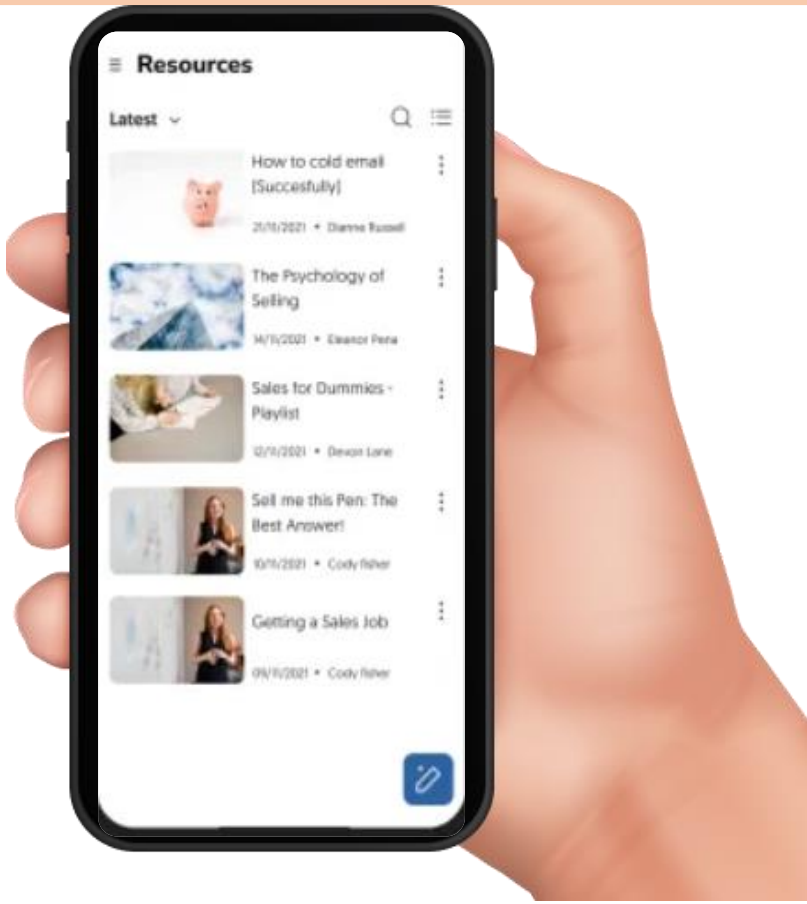


Product Features

Chat – 1:1 OR Group
Our WhatsApp/ Telegram

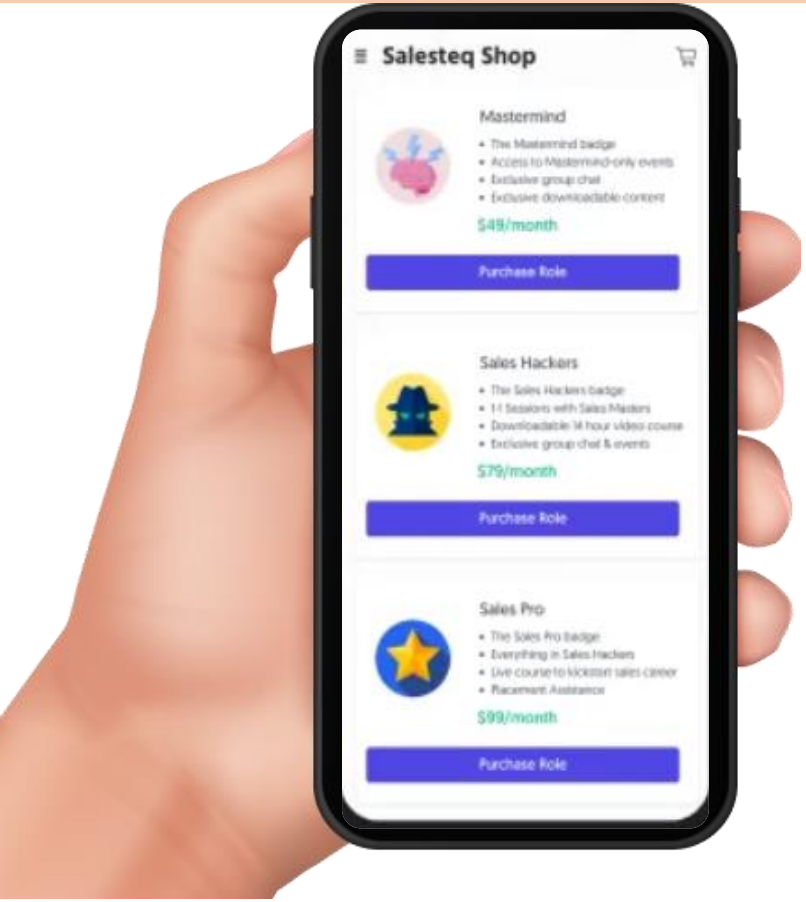


Resources – share media
newsletters, blogs, embedded videos, eBooks, images and much more.

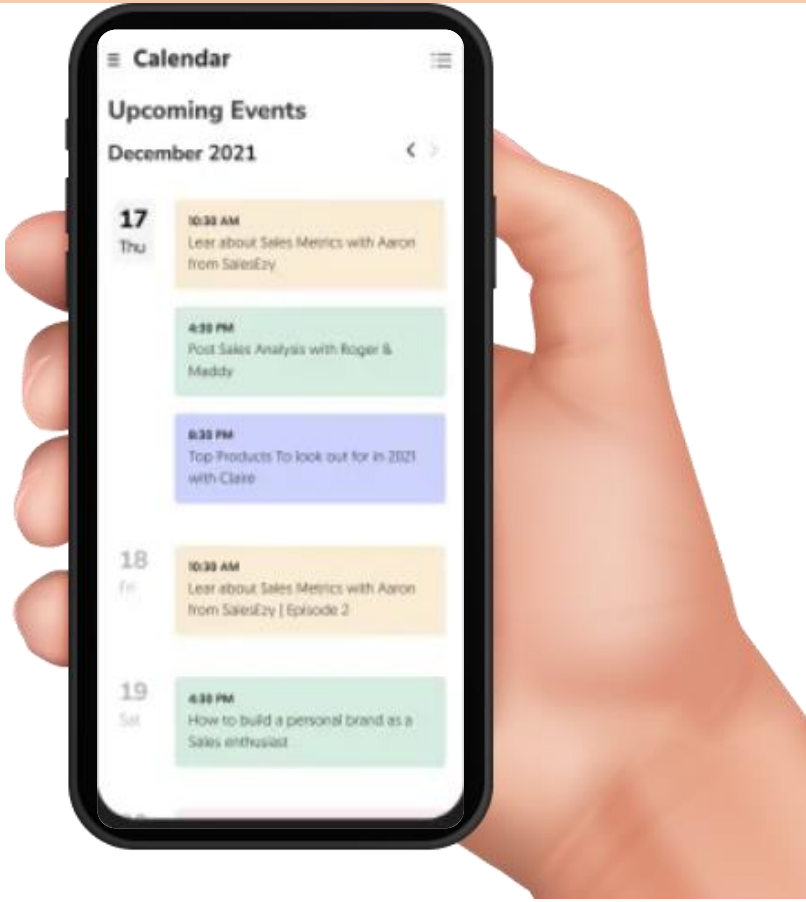


Product Features

Shop – List your inventory and sell digital assets



Calendar – schedule events
Sync with Google Calendar



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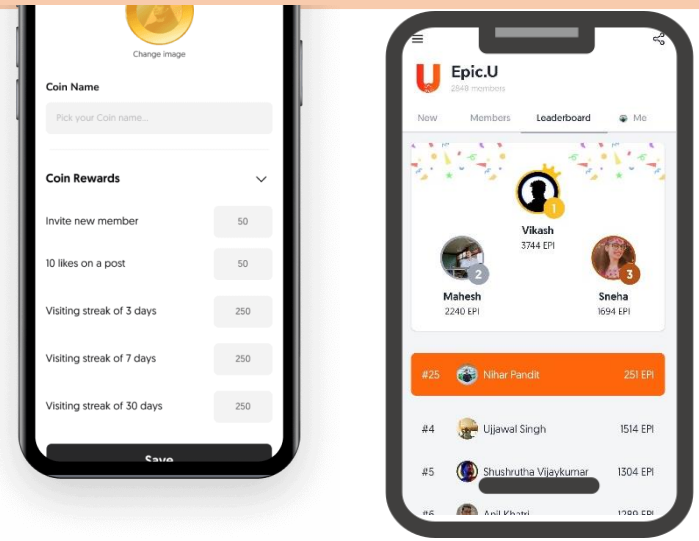
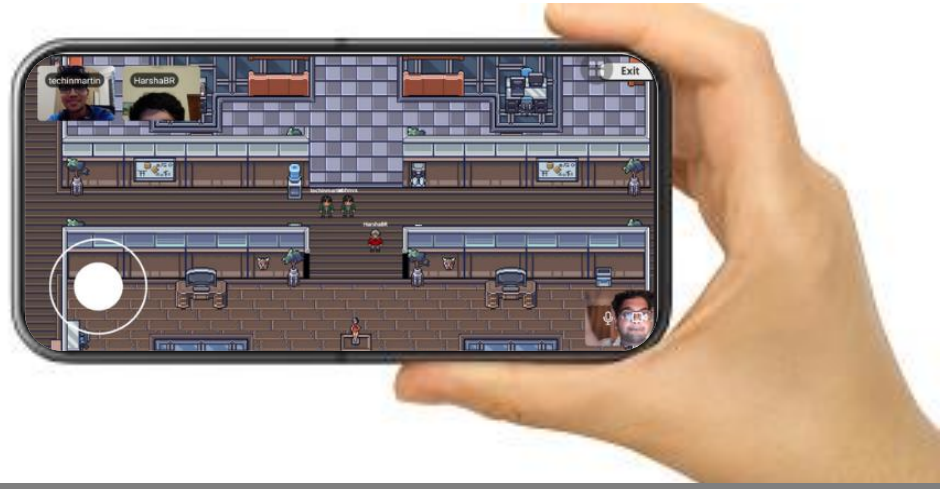
Product Features

Custom Coins – allotted on task completion
With Leaderboard



2D Metaverse
Breakout rooms, study groups, much more



CONTENT

IS

KING

WHO

IS A

QUEEN?

The Motivation For The Employees..

Recognition

Career progression

Visibility

Encash with Reward System

It is important to identify the driving factor for your employees – could be one or multiple of them

Task of Community Manager from UNext

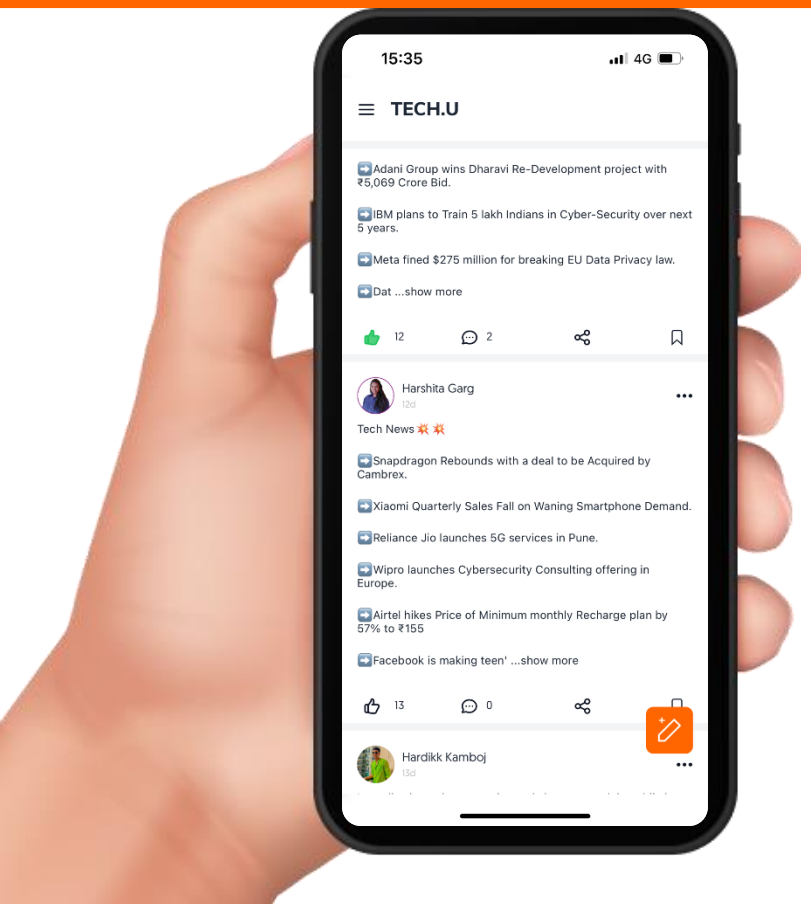
Setup of white labelled app
Welcoming members & orientation ceremony
Closing the community structure by taking inputs from members
Onboarding document for members
Weekly 1 informal LIVE event (per the defined code of conduct)
Daily informal engagement through chat/post - till community is self vibrant
Moderating the posts
Identifying power users & making them in-charge/owners of the community
Connecting with dormant members and pushing their engagement
Periodic posts on defined channels
Managing support channel
Running periodic challenges

Please Note:

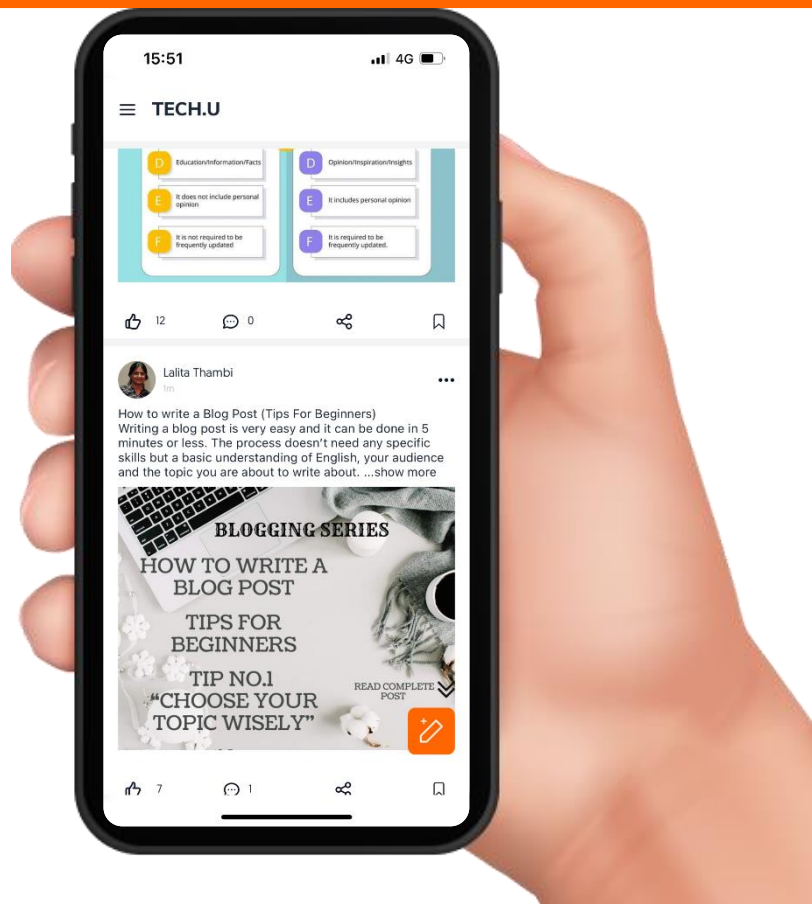
- Access for all members is for 1 year
- LIVE minutes is 10,000 video minutes/month

Outcomes

An initiative by a member, started a month ago to update everyone on the weekly tech happenings.

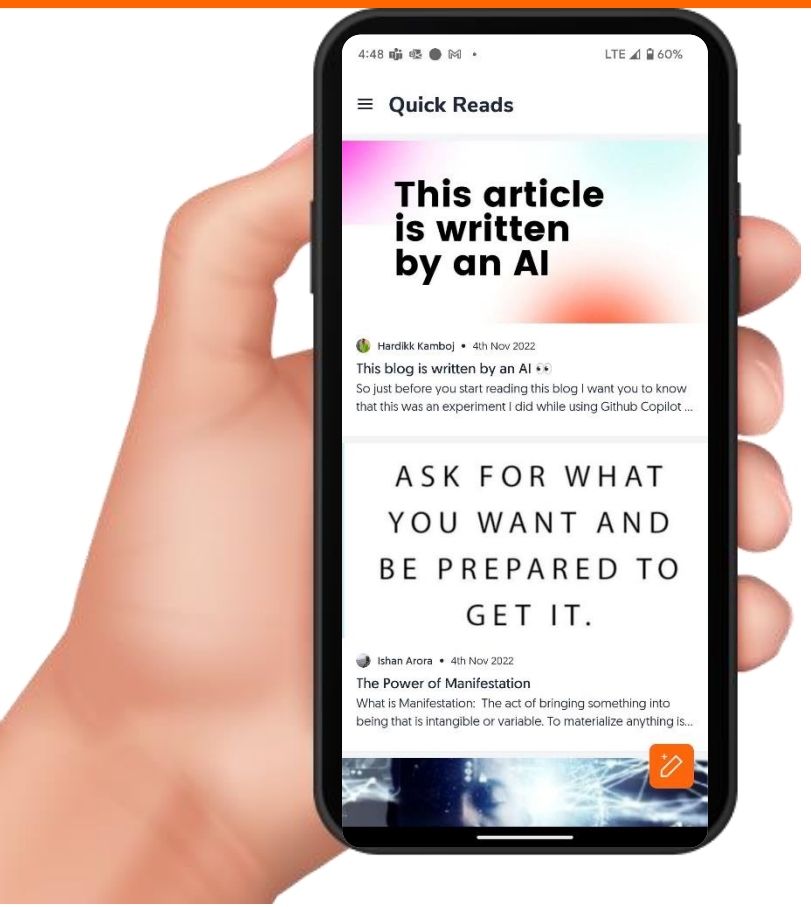


Peer learning makes sure that learners are **motivating each other**. A member, an avid blogger helping the other members for a blogging challenge

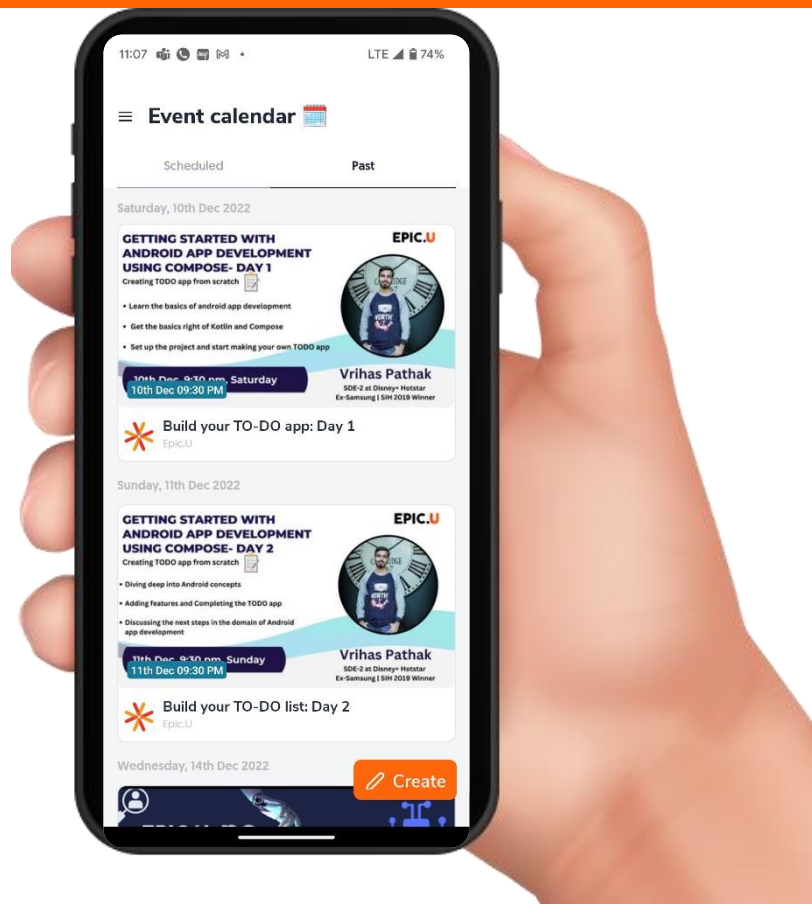


Outcomes

Members **pushed their l**imits to come up with innovative ways of sharing knowledge

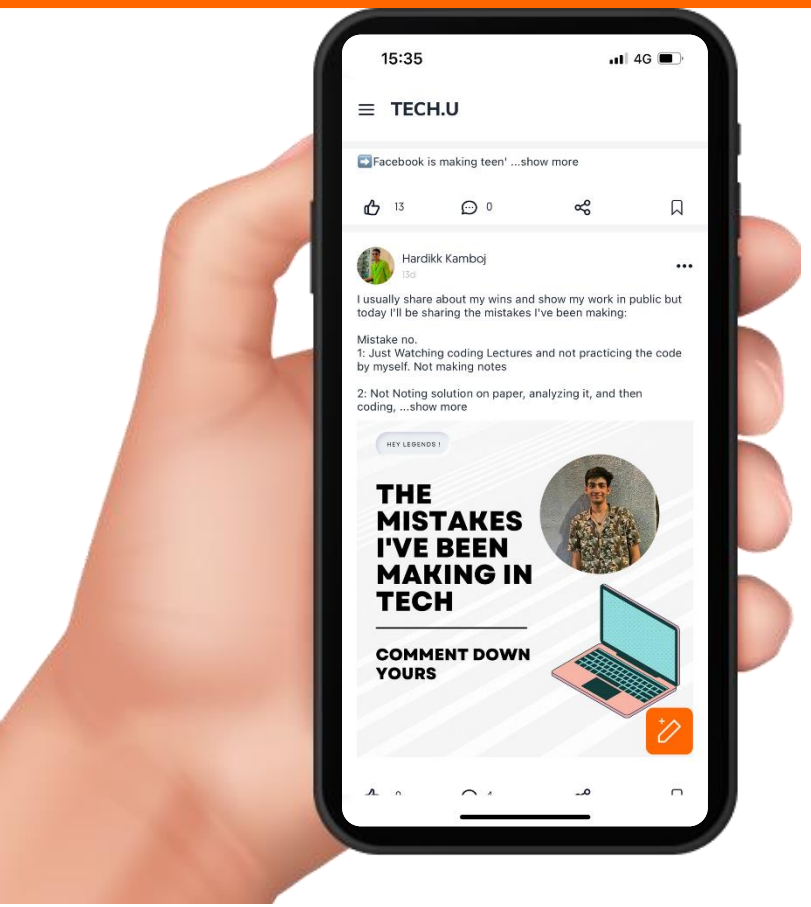


Members scheduling skill sessions of their choice through a LIVE event – their peers from Disney, Microsoft coming and talking to them

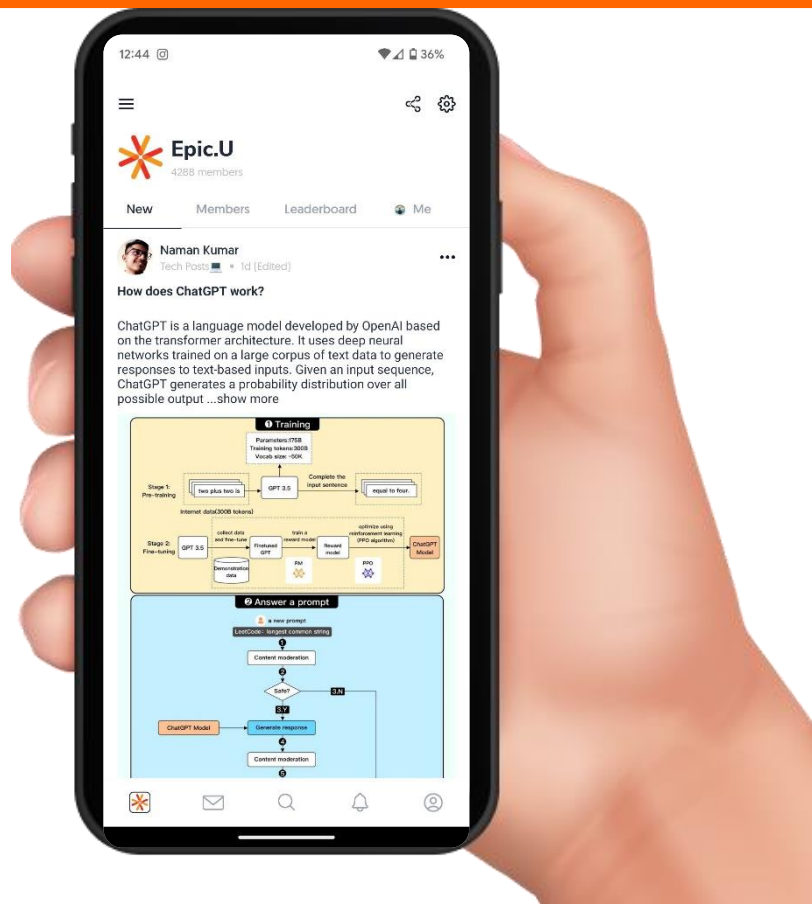


Outcomes

A part of learning is **sharing your wins and losses** in a safe space! Members find it safe and easy to share their candid thoughts.

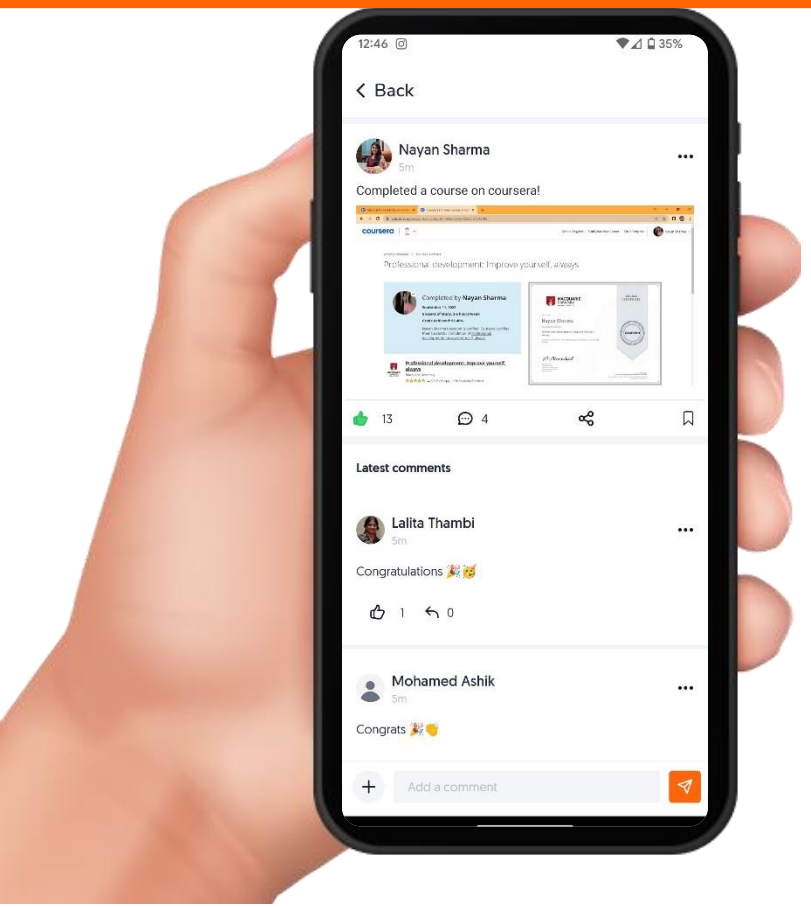


Sparking interesting conversations, **everyday**

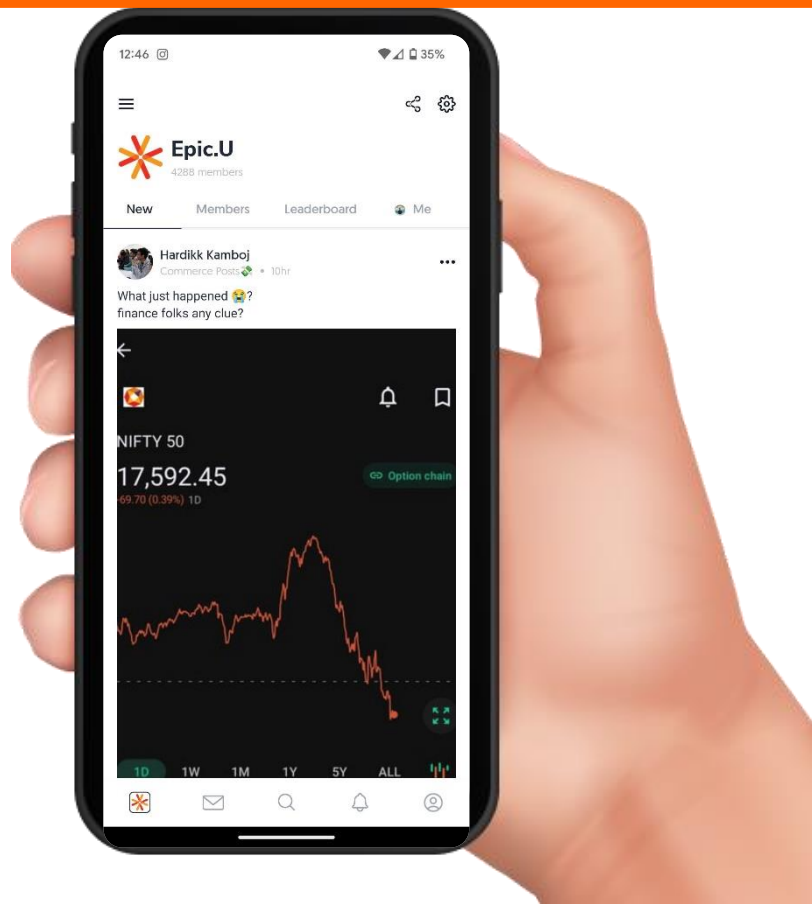


Outcomes

Members motivating one another to upskill & cross-skill through the avenues provided by UNext

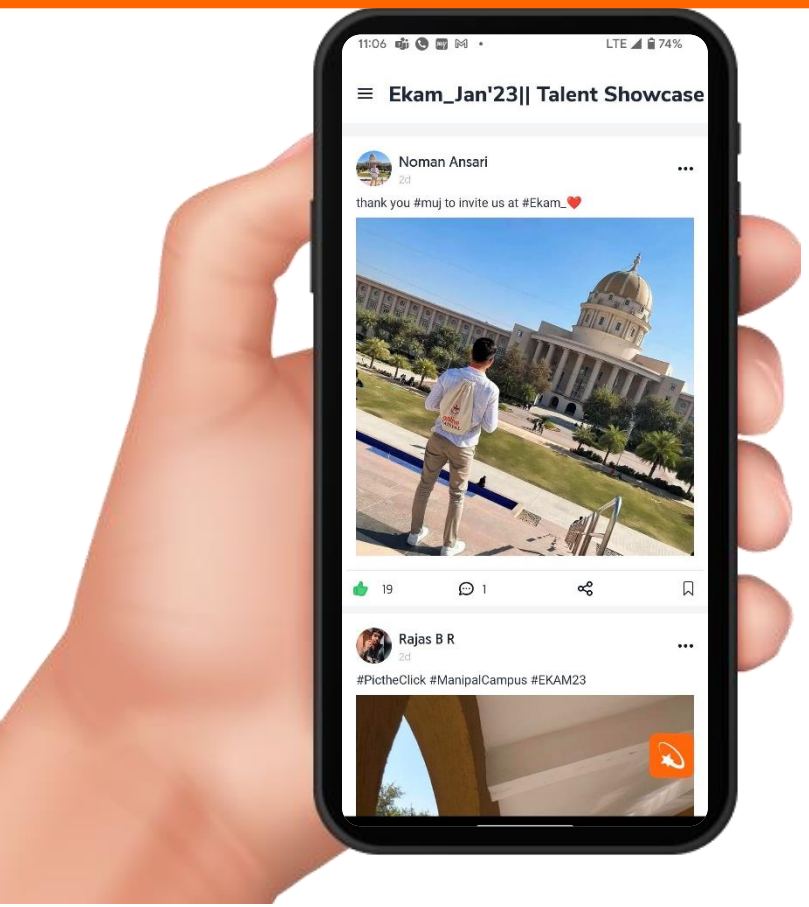


Young investors discussing the reds & greens of wealth creation

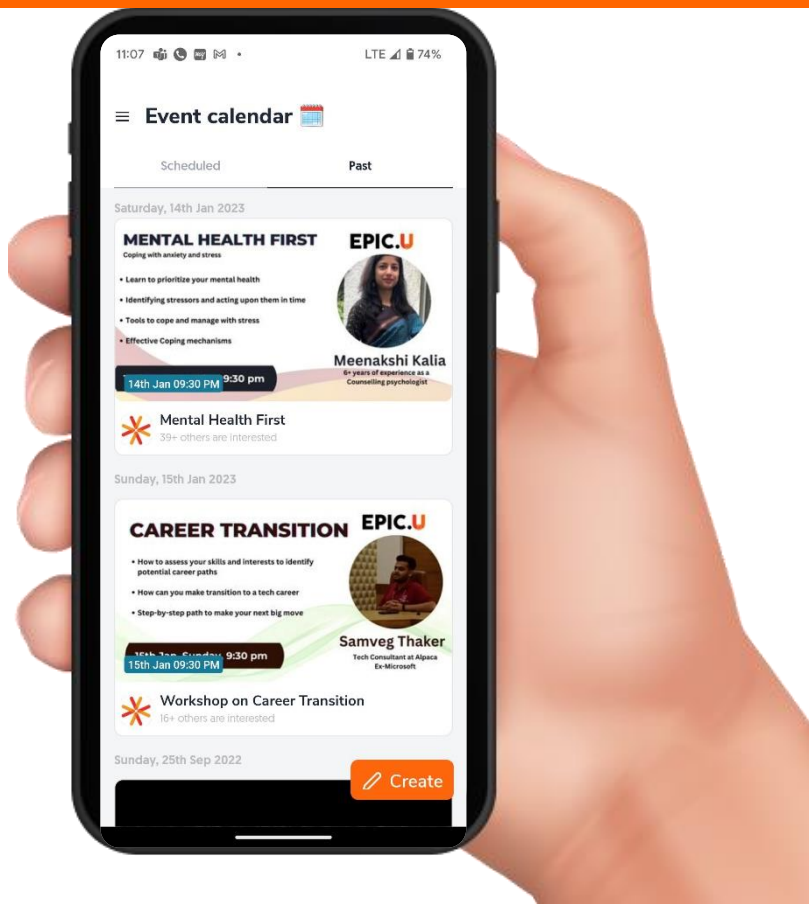


Outcomes

Ekam Talent Show auditions taking place on Epic.U

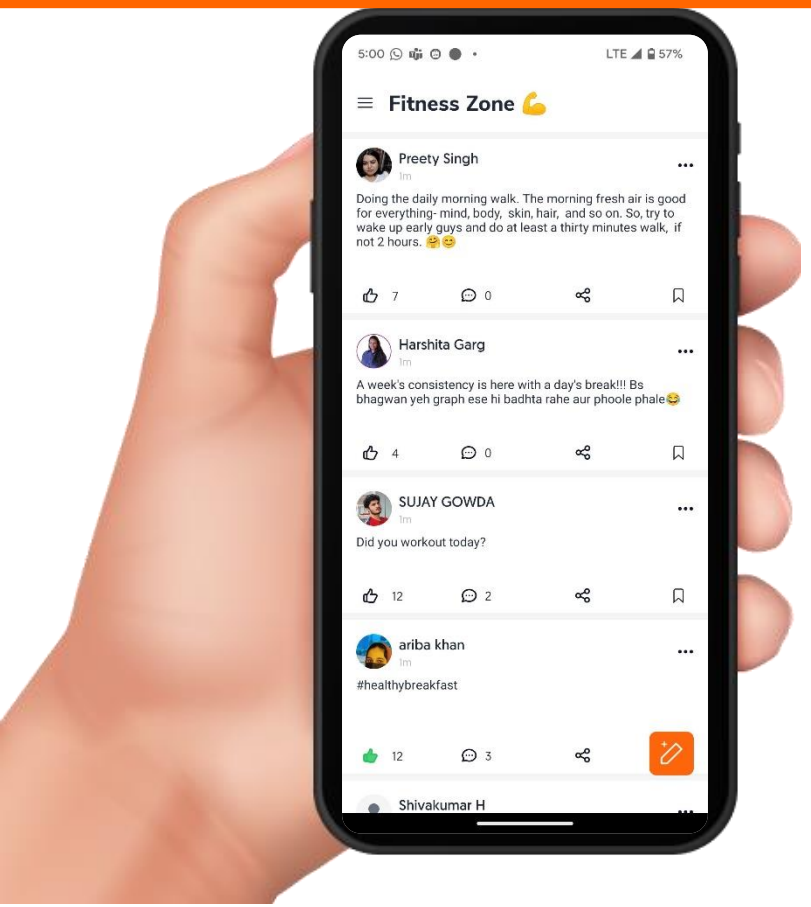


UNext managed sessions around crucial life aspects, like Mental Wellness – learners opened up like never before

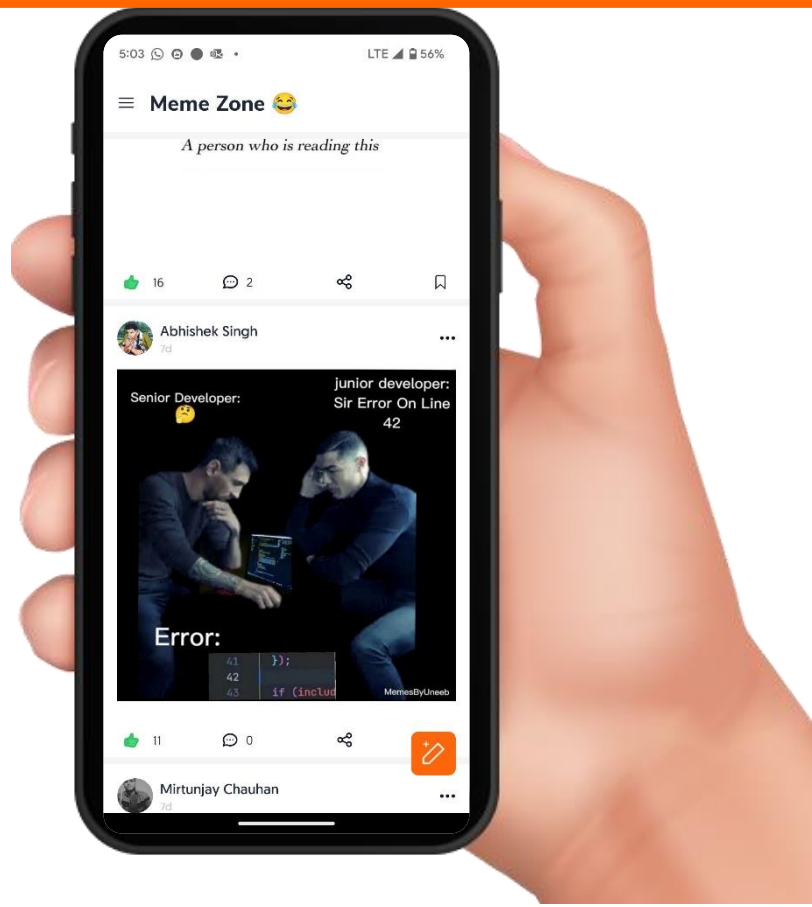


Outcomes

Conversations are beyond work which makes it a platform for **an all-round development**.



What's learning without humor? We all have a funny bone, don't we?



Community Building Playbook..

Repeat

Repeat the previous step and strive for be 80% member driven engagement

Define Purpose

Purpose for the community

Member motivation – what's in it for them?

Power Users & VoM

Identify Power Users & motivate them to drive engagement

Start launching member driven Engagement Activities as per Voice of Members (set calendar, similar to #2)

Engagement Calendar

Outlay Engagement Calendar (Weekly Challenges, Competitions, Weekly Fun Activity, Periodic Member-led talk series, etc.)

Driving Initial Engagement

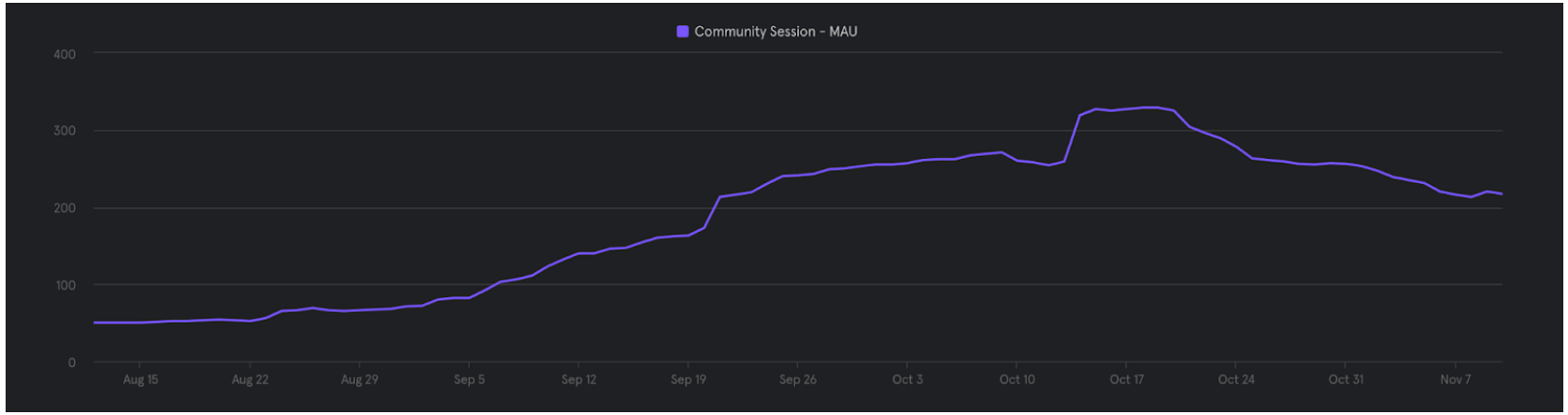
Initial push to drive engagement (more of LIVE Events & daily Chat)

Setup & Onboarding

Define Categories & Channels

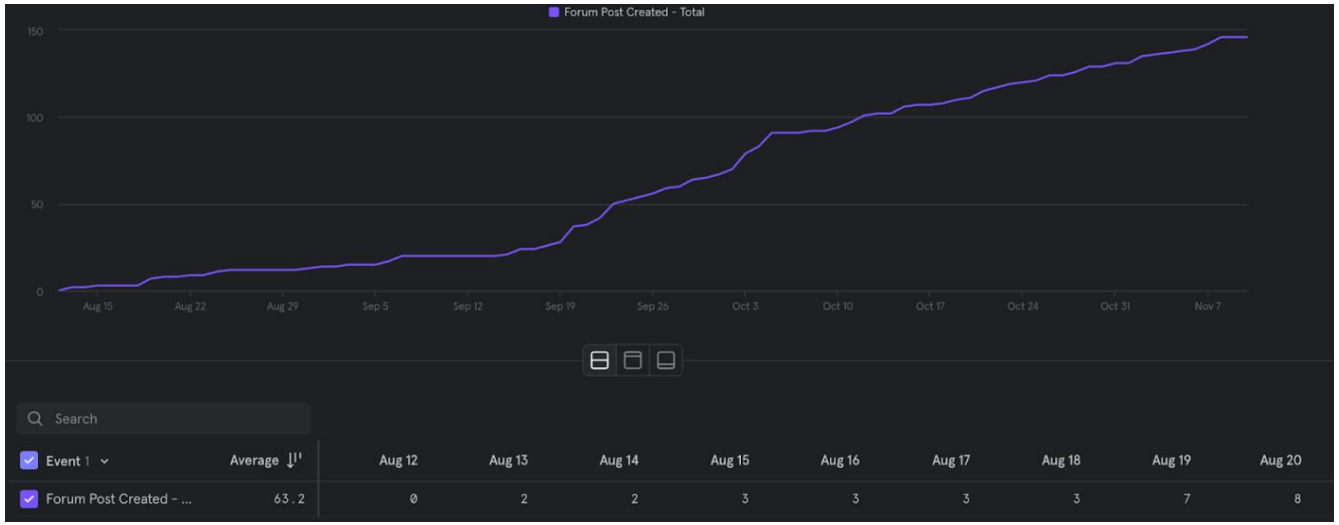
Onboarding members & Orientation session

Engagement Statistics

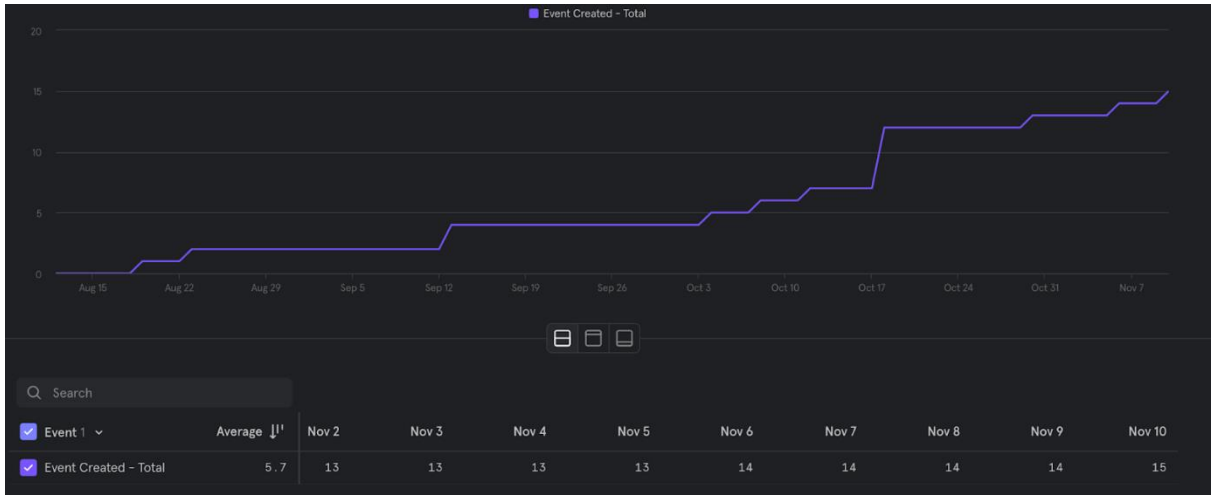


Good growth in MAU
Averaging about 10%

Steady increase in Forum Posts
Members authoring and posting blogs

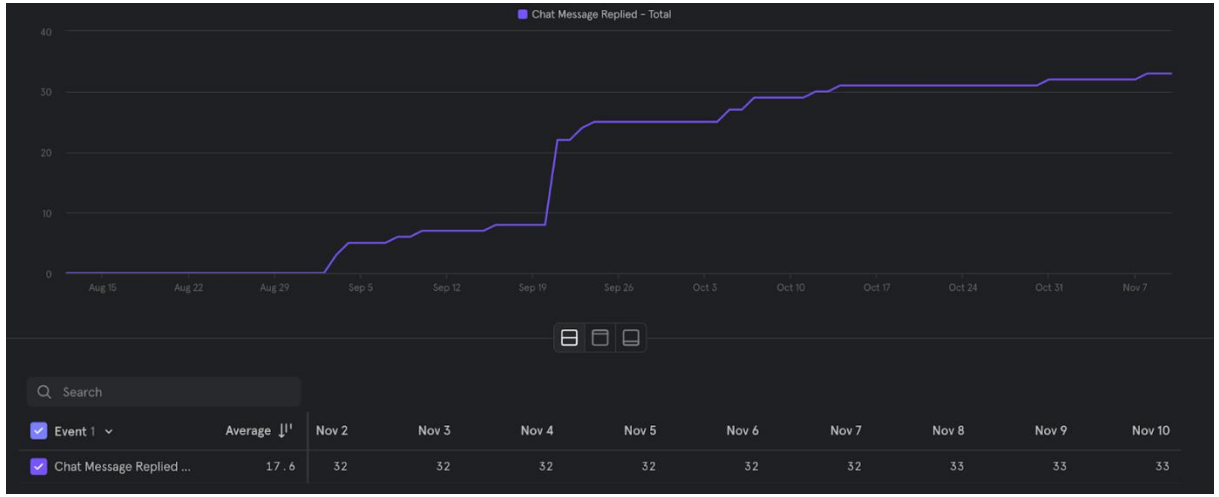


Engagement Statistics



Steady growth in Events getting conducted
Members are conducting events on their own

Engagement Growth on the Chat Channel on a daily basis



Actual Data of Low performers' Tech posts in Epic.U (LIVE Customer Data)

Batch Id's	01-12-2022	02-12-2022	05-12-2022	06-12-2022	07-12-2022
Batch 92	1 Post	2 Post	1 Post	4 Posts	2 Posts
Batch 93	2 Post	2 Post	2 Post	4 Posts	3 Posts
Batch 95	0 Post	3 Post	7 Post	5 Posts	5 Posts
Batch 96	2 Post	2 Post	1 Post	3 Posts	3 Posts
Batch 97	0 Post	10 Poste	0 Post	6 Posts	7 Posts

Insight:

- For the laggards, upon enabling this medium, their engagement spiked
- Engagement on Epic.U had a positive correlation with their structured (academic) learning
- Learners who flunked in week 1 came out as *performer of the week* in week 3

Thank you !

UNEXT LEARNING PRIVATE LIMITED

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