

FAST FACTS

CLIENT

betterU, an educational technology company with a global footprint

TRAINING CHALLENGES

Rapidly deploy free, easily accessible, multilingual COVID-19 resources toolkit

SOLUTION

Multilingual, mobile-first OttoLearn toolkit featuring multimedia resources

INFO THAT'S FAST, ACCURATE & FREE?

COVID-19 Toolkit from betterU & OttoLearn Delivers All 3



This dissemination of information, especially this type of content is critical. And my kids, none of them, go to the Canadian website. None of them go to CDC and World Health Organization. Where they do go is Tik Tok. They go to Instagram, Snapchat. ... And it's not the most reliable source of information. So I hear unfactual stuff all the time.

— Brad Loisel, betterU

betterU™



ottolearn®
AGILE MICROLEARNING

BETTERU PROVIDES MULTILINGUAL MOBILE TRAINING TO MILLIONS.

Ottawa-based betterU provides its vast library of “Ready-To-Go” training to millions of mobile learners in India and around the globe. The company offers technology solutions that leverage business intelligence to upskill and reskill employees worldwide. betterU and OttoLearn began working together on global microlearning solutions in 2019.

MISINFORMATION WAS THE ONLY THING TRAVELING THE GLOBE FASTER THAN THE PANDEMIC.

COVID-19 shut down schools, companies – entire countries – at lightning speed. People everywhere scrambled for information. Media and social platforms were flooded with information, misinformation, and disinformation.

Brad Loisel, betterU's CEO, knew that his company had the ability to make a difference. He wanted to create a digital toolkit to provide accurate information from reliable, vetted sources.

Content had to be mobile-friendly and available in multiple languages and accessible to people with disabilities. It had to cover a huge range of topics – facts about the pandemic, statistics and data, information about resources available in each country. Ideally, it would provide other useful information like tips for people suddenly working or learning from home.

Through his partnership with OttoLearn, Loisel knew that OttoLearn was the perfect platform.

MULTIMEDIA. MOBILE-FIRST. MULTILINGUAL. OTTOLEARN MICROLEARNING DOES IT ALL.

Within days, betterU launched its OttoLearn toolkit in six languages. The multimedia content offers:

- ✓ Factual information on COVID-19 symptoms, care, and risks from verified sources
- ✓ Information from governmental and international organizations, including links to up-to-the minute data
- ✓ Country-by-country statistics and resources — help finding testing, unemployment assistance, regulations on business closings and shelter-in-place directives
- ✓ Guidelines, tips, and resources on learning or working from home
- ✓ Entertainment and exercise resources for all ages
- ✓ Content in the form of text, games, videos, maps, and infographics

Loiselle capitalized on OttoLearn's easy, intuitive Content Studio to create and deploy the informative Knowledge Cards — in a matter of days.

The COVID-19 toolkit is available for free download and can be used on any internet-connected device. OttoLearn easily scales to any number of users, so the potential reach is unlimited. AI-based translation tools will ultimately allow betterU to deploy it in 20 languages.



Curating the material is very, very important. We have a lot, a lot, a lot of content that we've aggregated and curated into the system now ... we're educating people on viruses, how to work from home, all the key things ... it's all together in one spot that is easily accessible.

— Brad Loiselle, betterU

