Solution Provider Profile
Rehearsal VRP

October 2014

Company Background

Launched in 2014, Rehearsal VRP is a communication platform that turns video-based scenarios into a talent development opportunity.

Company At-a-Glance	
Headquarters	Reno, Nevada
Year Founded	2014
Employees	15
Customers	20+
Market Focus	Small, medium, and large organizations that seek to improve employee training, development, performance and engagement through the use of video.
Key Industry Verticals	Insurance, technology, software, healthcare, retail, banking, logistics, hospitality
Top Key Clients	Symantec, Allstate, Palo Alto Networks, Marketwired
Website	http://www.videoroleplay.com

Product Overview

Rehearsal VRP is a communication platform that turns video-based scenarios into a talent development opportunity. Record a question using your webcam. Then invite responses, critique video submissions, and continue the dialog until the lesson is learned and the performance is exactly where it needs to be. Rehearsal: Perfecting Workplace Performance.
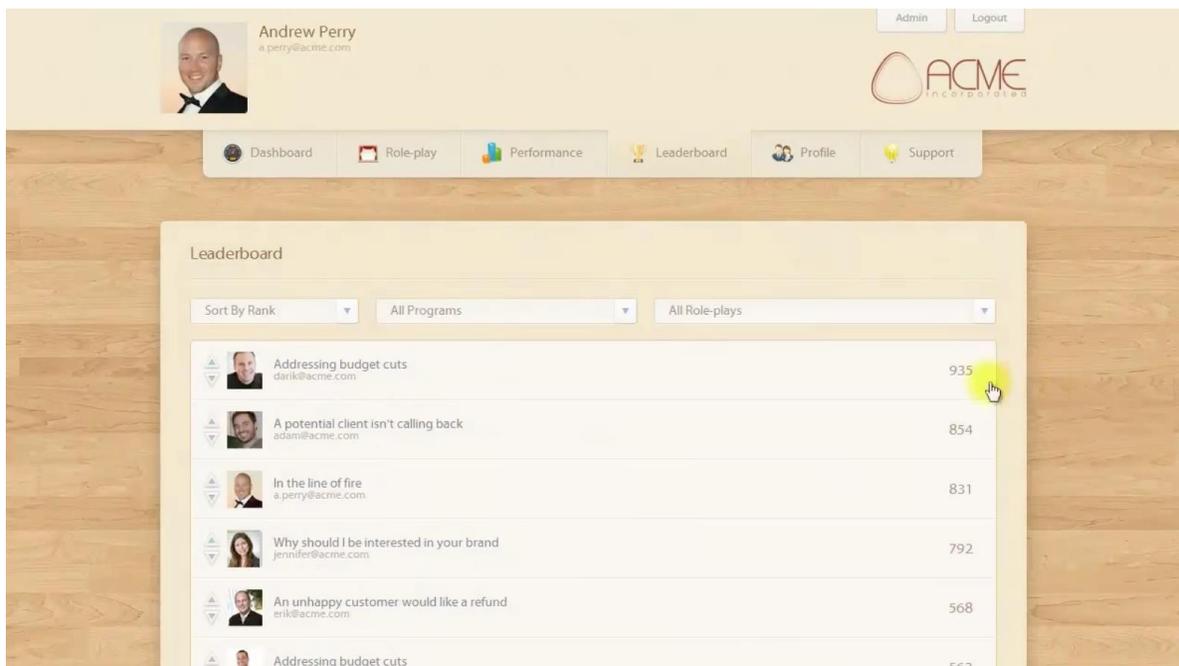
Figure 1: Rehearsal VRP Interface
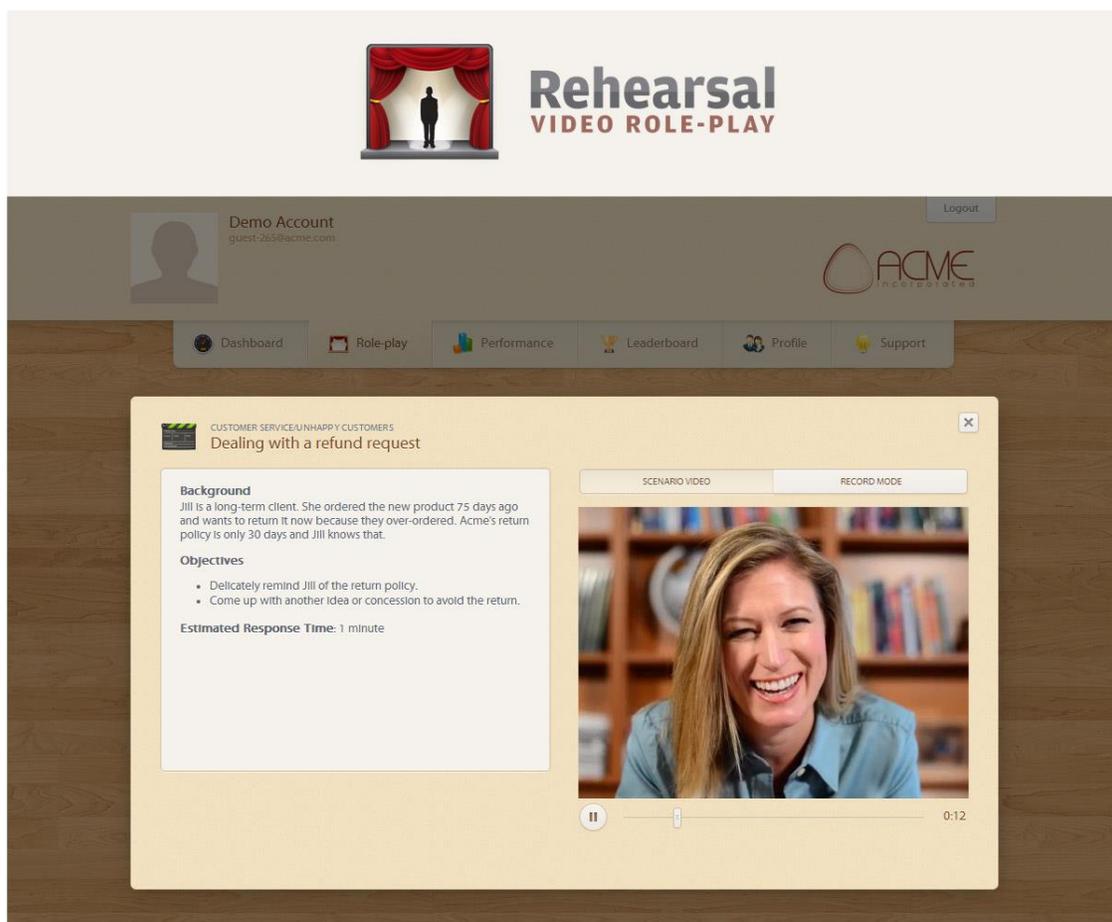
Source: Rehearsal VRP 2014
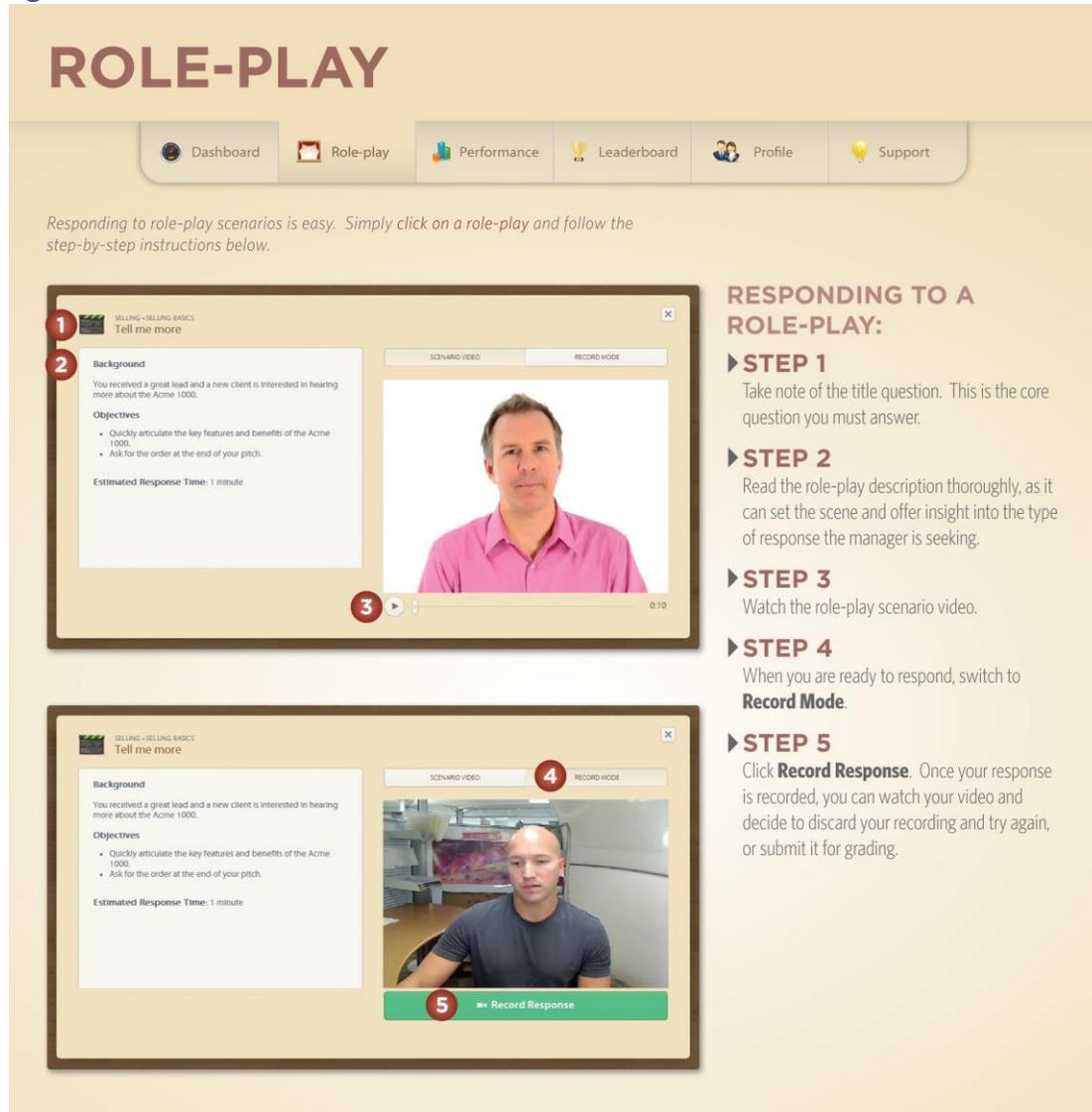
Highlights and Unique Features

- Create and conduct video-based training and development anytime using a webcam and Internet connection.
- "Hot Seat" option lets you to see how users respond on the fly by allowing only one attempt.
- All submitted responses are saved and made accessible to the entire team, providing an invaluable library of "Best Practices."
- Managers can rate the quality of a submission, offer text feedback, and even leave a video response offering in-depth feedback on performance.
- Intuitive user interface and administration functionality require little training.
- Platform independent - PC, Mac, tablet, iPad, mobile devices.

Figure 2: Rehearsal VRP Leaderboard

Source: Rehearsal VRP 2014

Figure 3: User Guide

Source: Rehearsal VRP 2014

Cost of Ownership Models

$19.99 per month, per user. Enterprise pricing starts at 100+ users.

Future Directions

The development roadmap for 2014 includes:

- Expanded API and metric reporting
- Additional student/mentor communication options
- Expanded peer feedback options

Analyst Insights

In Brandon Hall Group's 2014 Learning & Development benchmarking survey, respondents indicated that video was a widely used and highly effective method of learning delivery.

Figure 4: Usage and Effectiveness of Learning Delivery Methods
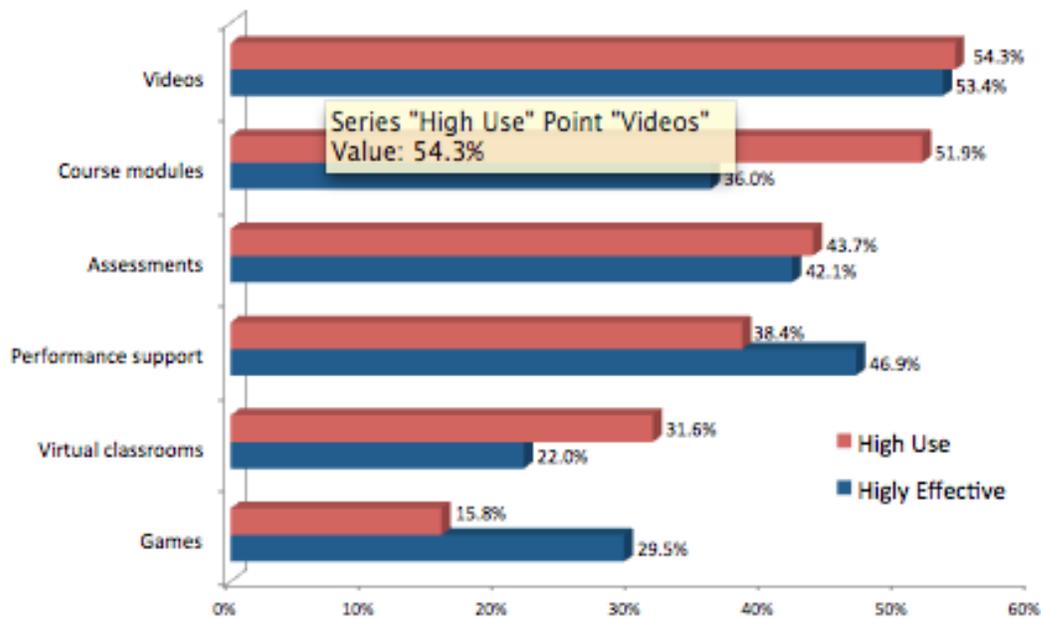
Source: Brandon Hall Group 2014

In the same survey, another 46% said that learner-generated videos were the most effective social/collaborative learning tool (behind only discussion forums, learner comments, and expert directories).

Today's learning is more than skill-building, it is about improving performance through practice, practice, practice in a learner-centered environment. And to these learning trends enters Rehearsal VRP.

Rehearsal VRP, a first-to-market web-based video role-play simulation tool, allows users to improve decision-making and communication in a safe, online, practice environment while receiving asynchronous feedback from a manager and even peers.

With nothing more than a PC, laptop, iPad, or tablet, a web-cam, a web browser of choice and an Internet connection, users create their own video role-plays, share with managers and coaches for review and feedback, and refine until they "get it right." By early 2015, Rehearsal VRP will come loaded with the most sought-after video scenarios, regardless of industry, region, or size. These could be learning scenarios, onboarding exercises, mock sales calls, practice assessments, or even compliance and/or certification rehearsal sessions. But for now, Rehearsal VRP includes push notification so users get flagged immediately when new videos are posted. Rehearsal VRP's performance scoreboards allow users to immediately compare their current performance to their previous performances, with comparison to others' performances a coming-soon feature.

Offered as a stand-alone solution or integrated with an existing LMS or LCMS, deployment options are flexible. Pricing is attractive as well at investment levels at least equal to, and often below, those of the few other competitive solutions available in the market.

Rehearsal VRP offers users and organizations several benefits:

Users
- Practice for performance excellence
- Best practice sharing
- Peer based learning
- Manager coaching
- User centric learning

Organizations:
- Cost effective
- Accelerated time-to-productivity
- Improved engagement
- Eliminated translation costs
- Reduction in the number of "bad hires"

Rehearsal VRP is a unique "just for me, just as I need it" performance improvement solution and engagement builder oriented around very short 1- to 3-minute user-generated videos – the very essence of today's learning expectations and requirements.

It is an easy-to-use, user-centric solution that allows users to erase the threatening environment of traditional role plays, and replace it with a social and peer-based video session in a BYOD environment stimulating engagement, productivity, business results, and, dare I say, fun!

"Now that we have been using Rehearsal VRP for a short while I wanted to drop you a line or 2 about the experience. I have found the tool to be a lifesaver when it comes to working on consistent and correct messaging across a large team. I am able to coach and teach from my desk saving the company about $1,500/week in T&E."

— Beverly Spencer
Business Leader-Healthcare Training
Clorox Healthcare
-Laci Loew,
VP and Principal Analyst, Talent Management Research

About Brandon Hall Group

Brandon Hall Group is a HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition and Human Resources.

With more than 10,000 clients globally and 20 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

At the core of our offerings is a Membership Program that combines research, benchmarking and unlimited access to data and analysts. The Membership Program offers insights and best practices to enable executives and practitioners to make the right decisions about people, processes, and systems, coalesced with analyst advisory services which aim to put the research into action in a way that is practical and efficient.

The Value of Membership

The Brandon Hall Group Membership Program encompasses comprehensive research resources and an array of advisory services. Our Membership Program provides:

Cutting-Edge Information – Our rigorous approach for conducting research is constantly evolving and up-to-date, providing your organization with current and future trends, as well as practical insights.

Actionable Research – Your membership includes advisory services and tools that are research-driven and provide you a breakthrough approach to addressing immediate challenges and opportunities inside your organization.

Customizable Support – Whether you are an executive or entry-level practitioner, our research and analyst insights can be leveraged at an individual level and across the entire organization. We realize that every organization has unique needs, so we provide multiple analyst and research access points.

Community of Peers – We realize the value of connecting with your peers and being part of a community that is focused on continuous improvement. Your membership provides you with personal connections to fellow professionals.

Unlimited Access – Every member of your team has the ability to utilize research, best practices, and advisory services when they need it most.

To learn more about Brandon Hall Group, please call us at (561) 865-5017 or email us at success@brandonhall.com.