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# HOW FITCH LEARNING USED VIDEO IN FINANCIAL SERVICES

📅 Dec 4, 2024

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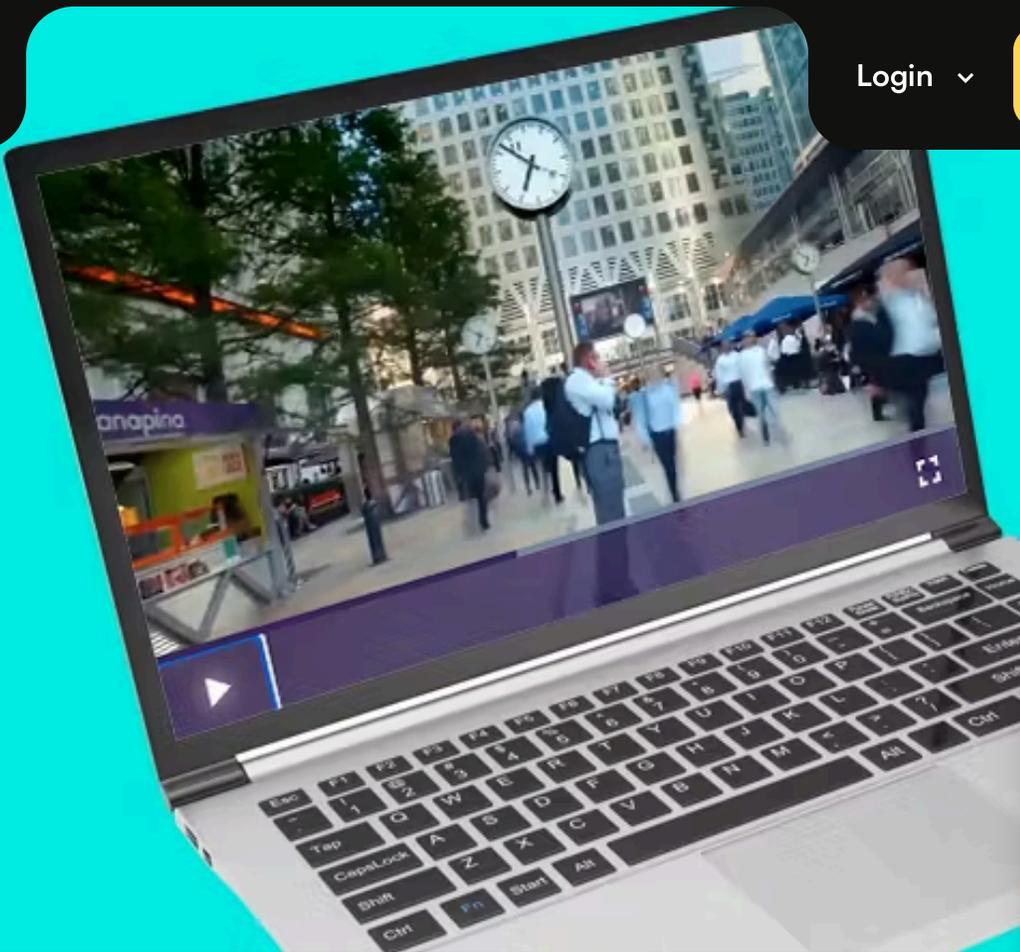
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# BRIGHTCOVE SOLUTIONS HELP DRIVE ATTENDANCE, SCALABILITY, AND DIFFERENTIATION

As a global provider of employee education and professional development financial services industry, Fitch Learning helps accelerate employee training its customer base. In fact, Fitch Learning services 80 percent of the world offering classroom instruction, online learning, and customized training solutions learning, regulatory, and certification requirements for clientele across the organizations.

Several years ago, Fitch Learning sought to refine its business practices and convenient learning solutions for customers and prospects. As part of this converted most of its classroom curriculum to online content, a large part of which is video.

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time convenient to them. Enhancing the learning experience in the classroom.

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Today, Fitch Learning utilises video across a majority of its learning products, and its catalogue includes over 10,000 hours of video-based content. The organization makes more than 200 lectures and classes available via live stream and on-demand each year. In 2015, the company partnered with Brightcove to securely deliver these video sessions to users across the globe with exceptional quality.

Since using the Brightcove platform, Fitch Learning has continued to expand its online instruction and boost customer conversion. That's because many of those interested in a particular piece of educational content can attend an introductory live stream information session that explains class structure, digital delivery and the benefits of Fitch Learning's approach. With Brightcove's cutting-edge technology delivering these high-quality, mobile-friendly videos to prospects, Fitch Learning now enjoys increased success.

# BRIGHTCOVE BRINGS ACCESSIBILITY, CONVENIENCE, AND SECURITY TO VIDEO TRAINING

“

*Before we had the Audience analytics module...we didn't know who was watching what. This is no longer an issue for us. The implementation of Audience with its detailed viewer insights is a game-changer.*

**VICTORIA GREEN**  
FITCH LEARNING'S GLOBAL

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isored individuals. Though the two differ in regards to ning’s custom blended solutions and online video lear

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The company currently uses the Brightcove video platform to manage, host, and deliver course content to customers throughout Africa, Europe, Middle East, Asia Pacific, and the Americas. Fitch Learning also uses Brightcove’s Live solution to stream course lectures, conferences, and introductory informational sessions to customers and prospects alike. Complete with key features like cloud DVR capability, live clipping, interactive chatroll, and live-to-VOD asset creation, Brightcove Live gives viewers an opportunity to participate in an uninterrupted, collaborative learning environment with a real classroom feel. Live’s DVR functionality, in particular, has shown to be a favorite among viewers, as it offers the flexibility and convenience e-learners are looking for.

“A lot of people find the DVR feature useful,” says Green. “They can just p while they answer an urgent call or attend a meeting, catching up when t

And with security being such a large concern for its financial services cli relies on the Brightcove platform to provide technology necessary to mee security requirements.

“Firewalls are always one of the largest concerns when delivering conten Green. “Using Brightcove as our video platform makes our video content clients, as the provider is widely used for corporate video.”

## AUDIENCE ANALYTICS HELP STREAMLINE CUSTOMER JOURNEY

Fitch Learning also leverages Brightcove to generate brand awareness, r customers, and engage viewers with e-learning solutions. For its B2C cli combines livestream video and VOD content. Videos such as “An Introdu Feeding Potential” use Brightcove’s Audience module to track every stag journey.

With Audience, users can connect Brightcove’s video analytics to their C then provides critical marketing data to sales and lead generation teams

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customer journey begins with a sample video, event, or webinar, giving curious prospects an overview of Fitch Learning’s platforms and learning solutions. The video session itself is hosted on the company’s website, using bespoke web pages or Brightcove Gallery’s Live Event template, which gives audiences a completely custom-branded viewing experience. Interested parties can only access the live event after completing a contact form, and that information is forwarded to Fitch Learning’s Salesforce CRM. This way, the company knows exactly who’s watching the live stream. Following the session, Fitch Learning creates on-demand video content from the live event and posts it on its website.

Then, using Brightcove’s Audience module, staff can view individuals’ viewing behaviour, including how long viewers watch and what other kinds of content they’re consuming on the site. This gives Fitch Learning a much better understanding of prospects’ interests. After considering the data, they’re able to tailor content to the individual.

“We track attendance, not only on the page, but on the video itself,” says the Audience analytics module we had to track attendance on a third-party platform couldn’t track who was watching what. This is no longer an issue following Audience with its detailed viewer analytics.”

Besides supporting and streamlining sales efforts, Audience also optimizes marketing initiatives by synchronizing data with the marketing automation. Audience captures video viewing analytics and feeds the information into Learning is able to transform these raw numbers into valuable, actionable

“This is a really good example of the differences Audience makes in terms of understanding user behaviour, and learning how we can improve the customer. Moray Souter, Head of Digital Marketing for Fitch Learning. “Previously, we had 300 views each month, but we didn’t know who was watching them. We’re looking to really know, understand, and then utilize in the future.”

## INCREASED ATTENDANCE AND SCALABILITY FOR FITCH LEARNING

Since adopting the Brightcove platform and making considerable use of Fitch Learning has boosted its numbers across the board, from viewing attendance to customer experience, to customer conversion. The company’s success with the live

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In addition, Fitch Learning has optimized video production by partnering with existing clients to create highly tailored, client-specific course content. In doing so, the company is now able to provide exclusive educational content other e-learning services can't offer. Says Souter, "We're looking at using information we receive from Marketo and Brightcove to serve content to people we wouldn't necessarily be able to access."

### Core

Host & Stream

Manage Video Library

Player

### Features

Analytics

Interactivity

Gallery

AI Suite

Live Streaming

OTT

### Resources

Resource Center

Customer Stories

### Platform

Developer APIs

Accessibility

Security

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### Solutions

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Marketing Studio

Beacon Studio

Zencoder

### Get Started

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