

# VYOND



## ELLIE MAE [ financial services ]

Ellie Mae's curriculum development team uses Vyond to create high-quality, scripted demo videos for their compliance courses. The videos are used to bookend the courses and create scenarios that help to drive home a point or enhance critical thinking.

## ABOUT ELLIE MAE

Since 1997, Ellie Mae has been the leading cloud-based mortgage software provider, processing up to 35% of US mortgage applications. Ellie Mae's technology solutions enable lenders to originate more loans, reduce origination costs, and shorten the time it takes to close loans—all while ensuring the highest levels of compliance, quality, and efficiency. Their product, Encompass, is a fully integrated solution that covers the entire loan lifecycle and provides one intrinsic system of record for banks, mortgage companies, and credit unions. Ellie Mae also offers continuing education compliance courses.

## THE CHALLENGE

### **Information Overload**

In 2014, Karen Kostrinsky, a member of the Curriculum Development team at Ellie Mae, was tasked with converting their current learning and development program into a compelling series of eLearning videos.

Prior to Karen's arrival in 2014, Ellie Mae utilized instructor-led live training webinars for clients. Afterwards, they posted the unedited webinar recordings on their internal website and on their learning management system (LMS). The recordings would run from two to four hours—too much unedited information to sit through at one time. The format also made it impossible for viewers to search for specific material within the videos, and the lack of flexibility made the process ineffective.

But Karen knew there had to be a way to make it more engaging. “I wanted to get users interested in learning the system while also making it easier for them to grasp.”

The challenge: Converting long webinar recordings into a compelling series of eLearning videos.

## THE SOLUTION & RESULTS

Karen heard about Vynod at an eLearning conference and signed up for the trial version as soon as she got home. She quickly created a two-minute video to show to her boss. Once her boss saw that they could present information in a concise and impactful way, and that Vyond aligned with their corporate marketing, Karen was given the go-ahead to move forward with creating the training modules in Vyond.

### **On creating her first Vyond video**

“It took me about a month of using [Vyond] before I really felt comfortable,” Karen says.

“Like any other program, you need to spend a few weeks going through the capabilities before you become an expert. It takes time to get familiar with all the templates, props and whiteboarding options.” From there, she was off and running. “Everyone loved [Vyond] when I brought it to my team,” says Karen. “It was a really easy way to get people introduced to our software.”

First, Karen worked with the Ellie Mae CEO to produce animated “intro” and “outro” segments that accompany every eLearning video they

produce, whether animated or not. “It’s a fun way of starting the learning process,” she says.

Now, Karen and her team have found their flow and create high-quality scripted demo videos for their compliance courses. They use Vyond to bookend the courses and create scenarios that help to drive home a point or enhance critical thinking.

For instance, Karen’s team took the “Intro to Encompass” video that Ellie Mae had been using and turned it into a four-part series. The series gave users with the ability to learn the Encompass software at their own pace and reduced the number of tickets that were filed by the Ellie Mae tech support and customer service teams.

But then, the team was asked to pause their learning and development work to urgently focus on creating seven modules around a major regulation change called RESPA TILA. This also meant that Encompass had to completely change to meet the new regulation changes. Ellie Mae knew that with a video series they could properly prepare their clients and internal



*Click on the image to see the beginning of one of Ellie Mae’s product feature training videos.*

team for the upcoming changes. The series needed to explain the regulation changes and requirements so that when the regulation went into effect, no one was out of compliance for missing a deadline or for not following the new process correctly. Karen used Vyond for each video because they needed to “tell a story about the new regulation change and how it impacted Encompass.”

Along with marketing webinars, the team did everything they could to prepare clients for the

regulation change. The videos had thousands of completions in Ellie Mae’s LMS and on-demand resource center, and using Vyond for the RESPA TILA series helped make one of the biggest mortgage regulation changes of 2015 a non-event for Ellie Mae. “The fact that our clients were being compliant because they were well prepared for the regulation change was huge” for Karen and her team. It was a win for everyone.

### **On expanding Vyond across the company**

Vyond has quickly become popular across Ellie Mae. As more people became aware of her eLearning videos, Karen began to get an increasing number of requests from other teams at Ellie Mae who wanted to use Vyond for their own purposes. The HR department now uses Vyond to make short vignettes to support in-person classroom trainings, while the tech support team has built out videos called “Lessons in a Snap” to help walk people through common tech programs.

Creating Vyond videos has become such an important part of the eLearning department’s work that when they moved into a new building, the team created a soundproof room to record voiceovers for the videos. Their team started out with one eLearning developer and, three years later, they have eight developers who all use Vyond in some fashion.

“Everyone loves the animated videos,” says Karen. “They all want their own animated character!” Karen capitalizes on this enthusiasm by recruiting various internal team members to serve as subject matter experts for videos,

recording them directly or using their expertise for the script. They even offer a training session to clients at their yearly conference on how to create similar eLearning, and plan to discuss how anyone can use Vyond to tell a story.

### **On developing a Vyond style**

Now that Karen has been using Vyond for several years, she’s developed a signature style. Karen found that GoAnimate’s wide array of options allows her to create professional

“[Vyond] illustrates the key piece of information in 3-5 minutes, which is more impactful than a piece of documentation or job aid.”

“So now we have a hook,” says Karen. “If you want an animated character, you have to be in a video” or make one yourself! In addition, during a silent auction to raise money for the company’s Ellie Cares charity program, the company auctioned off an animated character, modeled off the winner, who would star in one of their training modules. “It was one of the highest selling auction pieces,” says Karen.

video modules that are engaging and fun. Given Ellie Mae’s brand and audience, she sets a professional tone with her characters and scenarios. “My people look like people,” says Karen. “I want it to look realistic, and I love that it looks current. It’s all about delivering product, software, and compliance training in a fun, engaging, and impactful way.”

“We have so many videos,” Karen says. As [Vyond] adds more content and features over time, her videos have improved as well. Some of her favorites include a superhero-themed video, a “mission impossible” video, a scenario she created where a boat rescues a character from an island to show that nobody is alone, and a fun module to illustrate a bad conference call.

For Karen, Vyond has been both personally and professionally transformative. As a result of her work with Vyond, Karen was presented with Ellie Mae’s Circle of Excellence award—an honor provided to members of the sales team who have exceeded their quotas, along with 10-15 people who have made an impact in other ways across the company. The award came with a free five-day trip to Hawaii for her and a guest. “I was shocked!” Karen says.

Even more importantly, Vyond has enabled Karen to think of herself as a true storyteller. “[Vyond] allowed me to find a sense of creativity in myself that I didn’t know existed. It’s brought out the storyteller in me.” She’s also



*Click on the image to see another sample video from Ellie Mae.*

passed this onto her team, encouraging them to find their own unique ways of telling stories. Taking sometimes dry information and weaving it throughout the scenes of a video makes it much more impactful and memorable. “We all learn things more easily when it’s told through storytelling” Karen says.