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## **Raptivity Unveils Engagement Analytics**

*eLearning Industry Experts Foresee a Game Changer that Applies Analytics to Interactivity*

Raptivity, the leading eLearning interactivity builder software from Harbinger Knowledge Products, has unveiled a futuristic demonstration of Engagement Analytics. Engagement Analytics aims to provide eLearning developers and administrators sophisticated insights into what's working and what's not working with their interactive content by means of a user-friendly dashboard and deep reaching analytical software.

Joe Ganci, an eLearning Industry expert, says, "Creating learning applications is expensive. Therefore organizations want to ensure that the funding applied toward learning is well spent." He goes on to add, "Raptivity's Engagement Analytics initiative is a case in point. I see a great potential here to address some common pain points in interactive learning. When true Analytics are applied to comprehensive learner data, they reveal what is working and what is not. Course developers can replace or improve those areas that are lacking in order to ensure a better outcome the next time. This is definitely a company to watch, and it'll be interesting to see how the idea of Engagement Analytics evolves over time."

Caryl Oliver, CEO, Learning Solutions (UK), is also very upbeat about the new idea and is convinced it will help bridge the gap between engagement and learning outcomes. She says, "A great many of our clients want self-paced learning, and Raptivity Interactivities have worked so well for us over many years now. Engagement Analytics addresses a very real need of being able to formally measure the use and engagement of learners with the interactivities. It provides a neat means for us to measure who has been doing what, whether they are spending too much or too little time and how that engagement impacts outcomes for those learners. It gives us some real insight into what is working and what needs changing to improve the experience for the client and the learner. Hats off to Harbinger for coming up with this – I can't wait to embed the first dashboard!"

Desirée Pinder, of Artisan Learning, believes that Engagement Analytics holds great promise for the eLearning developer. She adds, "I was recently invited by the Raptivity team to take a look at Engagement Analytics. Having this kind of analytics information can help e-learning teams monitor module completion, interaction success—even failures, and learner preferences. Putting an interaction out there that nobody uses (and, therefore, nobody learns from) is wasted money, time, and effort. When we can see what the learners are doing with the interactions we build, we can use that information to build a better learning experience next time (or rebuild something that isn't working)."

"Team Raptivity has once again proven its innovation mindset with Engagement Analytics. We look forward to learn from our users how they put these innovations to the best use", said Vikas Joshi, Chairman and Managing Director, Harbinger Group. "Engagement Analytics holds a lot of promise for the eLearning community at large. I believe it will change the way we perceive interactivity", he added.

Learn more about Engagement Analytics, visit: <http://www.raptivity.com/engagement-analytics>

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### **About Raptivity**

Raptivity® is a rapid interactivity builder that allows you to quickly and easily create learning interactions. It has a diverse variety of 190+ interactions to select from. Raptivity helps the educators and trainers to enrich their content with the well-designed interactions from various categories like games& simulations, presentation aids, visual aids, brain teasers, assessments and many more.

Raptivity Linker is a free add-on to Raptivity, which allows users to sequence together different Raptivity interactions to create short interactive learning modules. To know more about Linker, visit: <http://www.raptivity.com/raptivity-linker>

Raptivity® is a world renowned award winning eLearning product that has been appreciated by various learning bodies. In December 2015, in the 'Best of ELearning Awards' constituted by Elearning! Magazine, Raptivity was recognized with the Award of Excellence for the 'E-Learning Development Tools' category. In the past Raptivity was adjudged the winner in ComputED Gazette's 18th Annual Education Software Review Awards (EDDIES) 2013. It has also won the prestigious ComputED Gazette's '19th Annual Best Educational Software Awards (BESSIE's) in "eLearning creation website" category.

### **About Harbinger Knowledge Products**

Harbinger Knowledge Products is recognized as a global leader in interactivity solutions for knowledge-sharing applications including learning, presentation and web development. Harbinger Knowledge Products is a part of Harbinger Group, which serves customers in over 65 countries through its offices in Pune (India), Redmond (WA, USA) and through its partner network worldwide.

For three consecutive years, Deloitte has named Harbinger Knowledge Products among the fastest growing technology companies in its Technology Fast 500 Asia Pacific and Technology Fast 50 India programs. Red Herring named Harbinger amongst world's top 100 private technology companies. Harbinger's patented technology and sound thought leadership have resulted in groundbreaking products, including market-leading Raptivity®, innovative YawnBuster, and cutting-edge SiteJazzer and TeemingPod.

For more information, visit [www.harbingerknowledge.com](http://www.harbingerknowledge.com) or contact Harbinger Knowledge Products at 425.861.8400.

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