A powerful set of tools that enable Admins to create a more interactive learning environment.

Utilizing the Mercury Module engages Learners in a personal manner that enhances their user experience. Fully-engrained with Absorb’s Availability Rules, every variation of each component in the Mercury Module is able to reach the audience the Admin is seeking to reach.
The Power of Targeted Content

In conjunction with Absorb LMS’s standard Availability Rules, the Mercury Module components allow Admins to accurately target groups of Learners with the content that matters to them. This means higher rates of course completion, more voluntary learning, and better feedback for future learning objectives.

Here are some examples of how some of the Mercury components can improve your learning objectives:

**Scenario**

All employees in the HR department need to complete their mandatory CPR training. An email has already gone out to remind them but you’d like to go one step further.

**Mercury Solution**

Configure a new billboard so that it’s only visible to learners in the HR department. Then customize it to remind learners to take the CPR training and set it up so that clicking on the billboard will take them directly to the course. HR learners will now have a visual reminder every time they login to the LMS while your other learners won’t be distracted by information that isn’t relevant to them.
Scenario

You’re thinking about adding some optional training courses to your LMS but you’re not sure what your learners would find most valuable. You’ve thought about sending out an email asking them but you know that their responses will be hard to organize.

Plus, in order to ensure relevant feedback, you want to limit your sample group to learners who have been with your organization for more than a year.

Mercury Solution

Create a quick poll that’s restricted to learners whose hire date is more than a year ago. The poll will then be visible on the LMS dashboard when those learners log in. You could even choose to add a billboard to bring their attention to the poll.

Once your learners begin answering you’ll be able to see how many have responded and how they answered through the admin reporting interface.
Welcome Your Learners with an Eye-Catching Billboard

Billboards provide Learners with a large message banner as the most prominent object they will see when they first log into the LMS. This makes it ideal for serving whatever promotional purpose the Admin has in mind. Billboards can use static images with the ability to link within the LMS or externally, or replace the static image with video.

Common uses:
- Promote enrollment in your newest course
- Entice customers to act by sharing a limited time course discount
- Alert employees of a coming company event or milestone.
Enrich Your Learning Portal with News Articles

News Articles allow Admins to reach Learner audiences and provide them with information on various subjects, in a more detailed and specific way, than is possible with a Billboard. Following a very recognizable ‘journal’ format, News Articles can be written and published to a Learner’s Dashboard where the Learner can open and read whatever ‘news story’ interests them.

Common uses:
- Share your company’s latest press release
- Announce changes to your Learner’s experience
- Repurpose company blogs and share them in the LMS.
Shorten Feedback Loops with Polls

Polls give Admins the capability to sample data from a select Learner audience on any number of issues (both learning and non-learning) and obtain direct group feedback. Delivered via a simple Question and Option/Answer format, the Admin can create a basic multiple-choice research tool that they can easily administer and monitor over time.

The open-ended capabilities of Polls allows the Admin the full freedom to customize their research to serve any number of purposes, simply depending on how they design their query and responses. To foster participation and interest, all Learners are provided with Poll results immediately after they cast their ‘vote’.

Common uses:
- Get feedback on the quality of a course
- Learn what training course to build next
- Auto-enroll learners based on poll answers.
Increase Learner Participation & Engagement with Leaderboards

Leaderboards equip Admins with a very useful tool to improve Learner participation and engagement through some healthy competition. The flexibility of the Leaderboards tool allows Learners to see how they stack up to their peers as they advance through their courses and curricula.

Once a Learner has completed a particular action, or has completed learning content, Admins can have points automatically awarded to each Learner that qualifies. Leaderboards can improve the likelihood that your Learners will achieve your desired learning goal, and drive results with this simple to implement engagement carrot.

Common uses:
- Turn a slow month into a training blitz
- Encourage professional development through non-required training
Bring Social to Your LMS with Facebook & Twitter Tiles

Give your Learners a window to your social media properties to encourage engagement outside the LMS. Use your corporate accounts or create a Portal specific account to feed targeted social content into your Learners. The Facebook and Twitter Tiles allow for immediate interaction, so Learners can like, comment, heart, retweet, and reply in real-time.