



CORPORATE PILOT

Corporate Pilot Playbook

How to make workplace learning more engaging and measurable, and prove value before a larger rollout. No new LMS required.

30-60-90 pilot plan

For L&D, HR & compliance

Measurement framework



THE CHALLENGE

How do you know whether employees are actually engaging with training, and remembering what matters?

WHY PILOTS WORK

Prove value before broader investment

Low risk

A pilot is a safe way to prove engagement, completion and reinforcement before committing.

No rip-and-replace

QuitCh acts as an engagement layer around priority content — no need to replace existing systems.

Evidence, not assumptions

Stakeholders get practical evidence instead of relying on assumptions about effectiveness.

WHERE TO START

Best-fit pilot topics

Cybersecurity awareness & fraud prevention

AI literacy & responsible use of AI tools

Compliance & risk refreshers

Product knowledge & customer-facing capability

Frontline onboarding & standard operating procedures

Manager essentials & team capability

HOW WE RUN IT

The Quitch service model

1 • Discovery Define the workforce group, learning problem and success measures.

2 • Content conversion Transform existing content or documents into microlearning and quizzes; use AI-assisted workflows where appropriate.

3 • Launch set-up Configure learner access, groups, communications and reporting.

4 • Engagement support Provide launch messaging, learner nudges and simple adoption guidance.

5 • Measurement Review activation, repeat use, quiz performance, completion and stakeholder reporting.

6 • Scale recommendation Document what worked, what to adjust and whether to expand.

THE PLAN

Suggested 30-60-90 day pilot

Days 1–15

Choose pilot topic, define learner cohort, agree success indicators and gather source content.

Days 16–30

Create and test the microlearning content, configure dashboards and prepare launch communications.

Days 31–60

Launch to learners, monitor engagement weekly and send light-touch nudges.

Days 61–90

Review impact, compare engagement to targets, capture learner feedback and recommend next stage.

PROVE IT

Success measures

- Activation rate in week one and week two.

- Repeat sessions per learner.

- Quiz completion and accuracy.

- Learner confidence or usefulness rating.

- Manager or team leader visibility of progress.

- Reduction in manual reporting or follow-up effort.

WHAT TO EXPECT FROM QUITCH

Quitich helps scope the pilot, convert content, configure the experience, support launch, interpret results and prepare the next-step recommendation. The aim is to make the first pilot focused, measurable and easy for internal sponsors to support.