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CASE STUDY

Online Training and Rewards Program

Program Duration: 15+ Years; Ongoing



Program Results

- Available in 26 languages in 106 countries
- 20 million+ training completions taken since program inception
- 229,000+ Active Users
- 32,000+ Active Stores
- Program in its 16th year

Program Objectives

- Globally strengthen the relationship between technology retail sales professionals and the company brand
- Educate retail sales professionals about company products in the marketplace, so they can better sell a variety of devices and technologies
- Foster an online community for retail sales professionals to become trained and rewarded, which invites and incorporates feedback for an optimal user experience

Program Strategies

- Develop and evolve a global website and mobile apps, offering 26 languages in 106 countries
- Incorporate learning activities in a variety of formats (interactive courses, articles, videos)
- Engage users by rewarding them for participation and longevity
- Construct and implement strategic promotions at a local country level that maximize user involvement

Program Operations

- Participants enroll, login and interact via the Program website or mobile app, which are customized for their region of the World
- Users increase their knowledge of company products through consistently-updated features such as learning activities, sales tools and news pieces
- Members can issue feedback and facilitate dialogue with other Program members through a regional Forum
- Participants are rewarded with a variety of awards and prize drawings for activity with custom-developed currency