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## CASE STUDY

### Online Training and Rewards Program

*Program Duration: 12 Years; Ongoing*



#### **Program Results**

- Available in 27 languages in 140 countries
- 15 million + Learning activities taken since program inception
- 120,000 + Active Users
- 24,000 + Active Stores
- Program in its 12th 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 27 languages in 140 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