

MISSION: REFRESH OLD AND BUILD NEW KNOWLEDGE

BACKGROUND

Petrol, the leading Slovenian energy company, is the principal strategic supplier of oil and other energy products to the Slovenian market. Currently it is present with gas stations in five countries of the South Eastern Europe providing drivers with everything they need for a safe and comfortable trip.

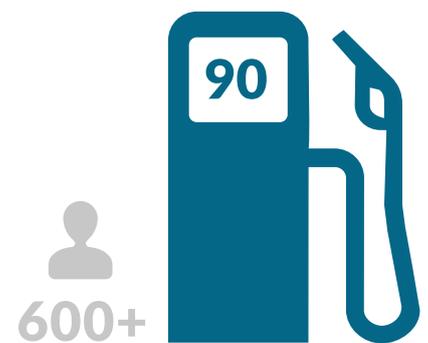
CHALLENGE

Employees at the filling stations work in very specific conditions – a lot of contact with the customers, changing shifts and also there's always new information to absorb, new knowledge on the products sold.

Currently the client has been training gas station workers with live trainers regularly visiting different regions where gas stations are located and giving power-point presentations, which is an expensive method. The country is large and there is a lot of distance for both trainers and participants to travel. Also, measuring the proficiency and performance of participants is very hard and inefficient using their current method.

Because of the employees' needs, habits and specific work situations there was a necessity for a different training tool. This tool would need to present both content they would already be familiar with from their everyday work experience along with new information including updated facts and figures.

JollyDeck with its bite-sized approach to training and a gamified twist offered the solution to the tool they were seeking. Employees could use it before or after working hours at the gas station (on computers for multiple users) and those who wanted could also play from home. To incentivize all employees to use the training to top three players were promised rewards.



LEARNINGS

The training campaign proved there were several aspects JollyDeck was able to cover when it came to training large, geographically distributed teams:

- Even though teams were large and a lot of distance apart the tool was well accepted with high level of usage in all regions
- Training cost- declined for up to 80%
- The client received good insight into content that was delivered and the effects
- We have documented satisfaction of participants requesting more of these 'fun trainings' and even suggesting areas to cover next



THE ENGAGEMENT RATE

The engagement rate was above 70% and on average we've seen one third of engaged players play each day finishing more than **10 games per day** making a total of **461 hours of training** executed on the group.



FEEDBACK

After the training campaign ended participants were asked to evaluate the experience:



“ JollyDeck is an attractive communication tool that doesn't get old. Our employees support the new learning approach and are eager for more campaigns which is possible because the cost of training with JollyDeck is significantly lower than similar methods.



Anita Lovše, Head of People development, HR

Tags used:

| | |
|---------------|-----|
| engaging | 44% |
| addictive | 41% |
| entertaining | 35% |
| motivating | 33% |
| want more | 26% |
| productive | 26% |
| fun | 17% |
| attractive | 14% |
| cool | 12% |
| ok | 9% |
| frustrating | 6% |
| waste of time | 2% |
| dull | 2% |



CAMPAIGN LOGISTICS

The training campaign was set in the beginning of December and lasted for 8 days. There were 600+ participants, across Croatia who received invitations to play. The training theme was: Fuel, Tires, Company Values and Handling Complaints.