JollyDeck

MISSION TO LAUNCH:
4G TRAINING FOR TELEFÓNICA UK (O2)

BACKGROUND

We were contacted by O2, the UK division of Telefonica, who outlined a project they were about to launch which was set to be their largest to date. They were about to become the first UK mobile network to announce 4G and the preparations for this were accordingly substantial.

After being contacted by the learning and development (L&D) arm of O2 who had a problem in particular they knew JollyDeck could assist with, we set out to tackle it immediately.

PROBLEM

The 4G launch was an event that concerned all O2 employees. From store salespeople to top level management, everyone required up-to-date 4G knowledge...and fast.

The biggest challenge was getting all the relevant employees on par with this essential new top level information regarding 4G. This had to be executed in a short time frame since many of the core O2 products and services were about to rapidly change with the introduction of 4G and some updates were only disclosed days prior to the launch.

Critical information such as B2B tariff offerings, costs and data allowances were part of this change and without a training course that was mandatory, it was a priority for L&D to test basic knowledge levels before the roll out on a very tight schedule.

APPROACH

At JollyDeck we specialise in providing e-learning to geographically distributed teams in a short amount of time. For O2's 4G launch this was particularly useful.

There were new products and launch information that needed to be on boarded immediately but also presented in a way that was social, relevant and engaging.

We targeted this by launching a 2 week long JollyDeck campaign, a congested form of e-learning with an emphasis on social and competitive elements. By doing so we were able to tackle the problem of non-compulsory participation and gain a better understanding of the 4G knowledge levels across the whole organisation.

Within our platform we provided core 4G content for the entire user base of around 8.000 employees with additional learning content for specific divisions of stores, business and consumer groups.

During the learning campaign we engaged users in our learning in a number of ways; from daily challenges to the prospect of great prizes offered to those with highest scores. We made sure that the client communicated this via their internal communication channels and we strengthened this message with direct communication to the employees.

Another key consideration was the branding. O2 internal and external branding campaigns for their 4G launch were based around the unique slogan of, ''Be more dog''; a phrase intended to encourage consumers (and employees) to be more inquisitive, open minded and headstrong in their daily lives. This slogan was echoed across all of their media from billboards to web pages and even Youtube channels.

As a result, we created our content, announcements, prizes, design and in-platform branding to be a continuation of this narrative, making it more familiar and easily relatable to O2 employees.

During and after the campaign, we have three levels of analytics to explore covering individual performance, performance of the whole division and also KPIs across the entire company. This allowed managers to see detailed real-time breakdowns relating to the success of the training.

CUSTOMER VALUE

RAISING AWARENESS

In any large company delivering your message effectively can be a real challenge. When such companies have large distributed retail networks and several operational centres, the challenge becomes even more pressing.

For the 4G launch we ensured our learning campaign was announced internally via O2 and that the communication from then on from both sides was consistent, clear and unambiguous for everyone.
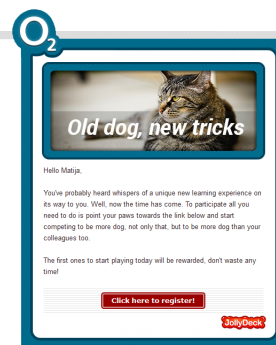
TEAM COMMUNICATION, TEAM ACTIVITY

An ongoing issue within business learning is the fact that not every employee will communicate, engage or participate. Whilst this can be for such a wide range of reasons, the ability to gain insight into the habits and behaviours of your users can be hugely advantageous.

For example, social gaming defines most users as 'Socialisers' (to read more on Bartle player types read this great overview in Gamasutra) meaning they tend to engage frequently with other users.

Using JollyDeck, clients like O2 get these performance-based insights linking social behaviours to engagement in our learning campaigns. As a result, together with the client we can identify activity clusters across groups and whole organisations and take measures to reach those that aren't as engaged by adapting content and communication in real time.
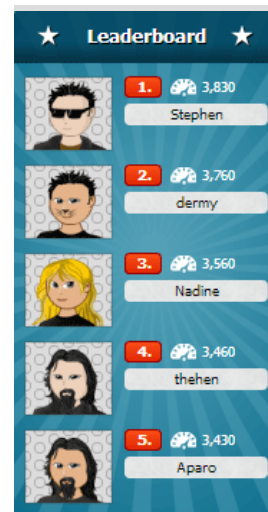
In our follow-up 4G training for Telefonica UK, we put this into practice and increased user participation threefold in comparison to the first training as a result.

SUPPORT & FEEDBACK

No matter how sturdy your software, product or anything else, the behaviour of users is near to impossible to predict until it's rolled out on a large scale. This way it can be understood across various different user skill sets and interactions as well as across a range of technical equipment and software. We employed 2 mediums of feedback which helped us identify any issues quickly but also gave us detailed accounts of user experiences and their engagement with the training.

By the end, user learning experiences hit a 94% user satisfaction, and the 4G training campaign got some fantastic feedback:

> **"** *It was a really good idea that I was very impressed with. It helped me understand a lot more about 4G and now it is stuck in my head :)* **"**
>
> *Tags used: attractive, engaging, entertaining, fun, motivating, productive, want more*

User: karen

BUILDING KNOWLEDGE

Our real time KPIs have proven to O2 that increased exposure to content using JollyDeck drives better knowledge of the subject matter. Whilst this may seem somewhat obvious to point out, it is a relationship that is surprisingly not present across other forms of e-learning.

Whilst many other applications force users into increased use with no real intrinsic drivers for improved knowledge, we at JollyDeck target actual levels of engagement as our primary goal.