

Mission: Speedy launch & new product knowledge



Telenomics is O2's number one franchise partner in the UK with a customer base of 100,000 customers.

Challenge Over 150 employees in 17 retail locations needed to be quickly upskilled on the new iPhone6 and iPhone6+ coming to stores.

Background Apple is notorious for releasing product specs late, traditionally the client trained retail employees about new products through hand-outs and online materials. This method made it hard to identify employees' engagement with the material and measure their knowledge levels of the product.

Approach JollyDeck, with its bite-sized approach to learning, and online accessibility offered the solution best tailored to client's needs. The ability to roll out the training in an incredibly short time frame was also key.

Employees could play the game during slow periods in store or before or after work hours from home. The training course was also setup and launched within a few days.

The challenge was setup as a single stage individual competition. We wanted to ensure that employees could make use of the training in brief spans of idle time at work. JollyDeck also provided real time engagement activities by store location in order to help management drive high activity across the entire organisation.

Learnings

Increasing product knowledge

We've recorded an average increase of 40% in knowledge for the group of learners who were involved in the training for only 10-20 minutes.

Learning fast

We saw a consistently positive trend of knowledge retention after learners finished just 7 games (8-10 minutes of net learning).

Measuring proficiency

Learners' proficiency of product knowledge coming into the training was relatively low, but at the end there was an overall knowledge gain of 26% by the learners.

Twice perfect

Several retail stores were able to drive 100% engagement of staff in the training, and the feedback survey scored 100% (of people who loved or liked the training delivery)

We found this JollyDeck campaign really useful as part of our L&D toolkit. In the retail environment product knowledge is a challenge for both existing sales people and new starters. We were able to measure and identify knowledge gaps and take a further step to fill these gaps, all within this campaign.

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