

RETAIL INDUSTRY CASE STUDY

BTICINO México Reaps the Benefits of Mobile Learning for Product Training

HIGHLIGHTS



Leader in the production and distribution of technology in electrical accessories and lighting solutions.



Active in 180 countries



More than 33,000 employees around the world



170,000 products in their catalog

NEED

Train large number of employees quickly, consistently, and profitably



- Retail companies have always needed to schedule a sizeable batch of customers and sales and channel partners to demonstrate new products.
- In 2014, BTICINO Mexico decided to experiment with mobile training courses. The goal was to deliver just in time product training to geographically disperse audiences.

SOLUTION

BTICINO MEXICO worked closely with Aura Interactiva's team and used SHIFT's eLearning authoring tool to implement a Mobile Learning Strategy.

Since the training was for mobile users, the eLearning courses were chunked into short, manageable topics, distilled down to the most important facts.

They used a responsive design approach leveraging SHIFT's HTML5 development platform. This meant that the same course could be viewed on a smartphone, tablet, or laptop as shown in Figure 1.



RESULTS

WIDE-NATION ACCESS AND REACH

100%

nationwide training coverage was reached, with over 600 sales and channel partners registered on Totara's LMS platform.



RAPID DEVELOPMENT

 **+70** Responsive eLearning courses

 **+1,800** Screens

 **+20** Training hours

TESTIMONIALS

Totara LMS and SHIFT

"With these tools in place, our sales and channel partners hear about the products offered, as well as their benefits and features in a timely manner. They have 24/7/365 access to product information on the go, helping them stay ahead of the game and get closer to the customer (they can show customers important product information at the point of need)."

Gerardo Amores Adame // eLearning Leader at BTICINO Mexico

Better Business Results

"Aura Interactiva has helped me standardize knowledge for my sales force, allowing me to have a stronger and better-prepared team that is ready to talk to the customer. We have experienced better business results."

Gerardo Amores Adame // eLearning Leader at BTICINO Mexico

SHIFT is a Key Part of Our Training Strategy

"Our eLearning strategy is channeled by Marketing as it is oriented to improve sales and to work closely with our customers through sales associates, suppliers, and distributors. We consider SHIFT to be a sales tool and not just a strategy for internal training."

Gerardo Amores Adame // eLearning Leader at BTICINO Mexico