



How Mobile Can Supercharge Your Training Efforts in 2020



Your Hosts



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Train by Cell



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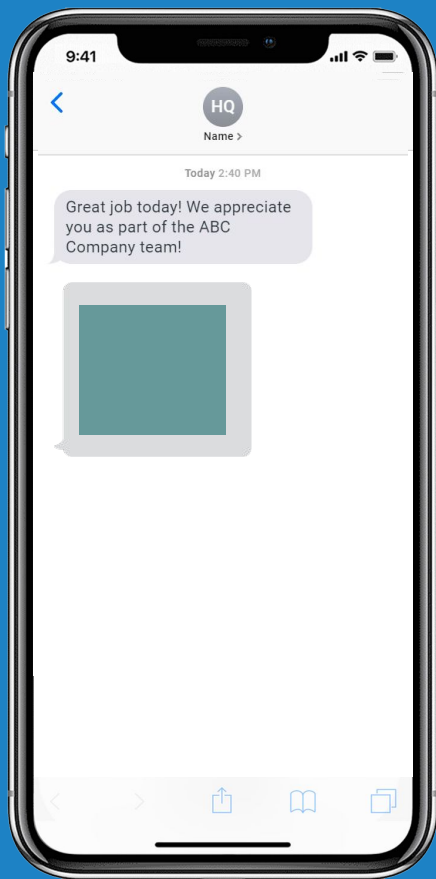
Mobile Solutions Consultant

Train by Cell

About Train by Cell

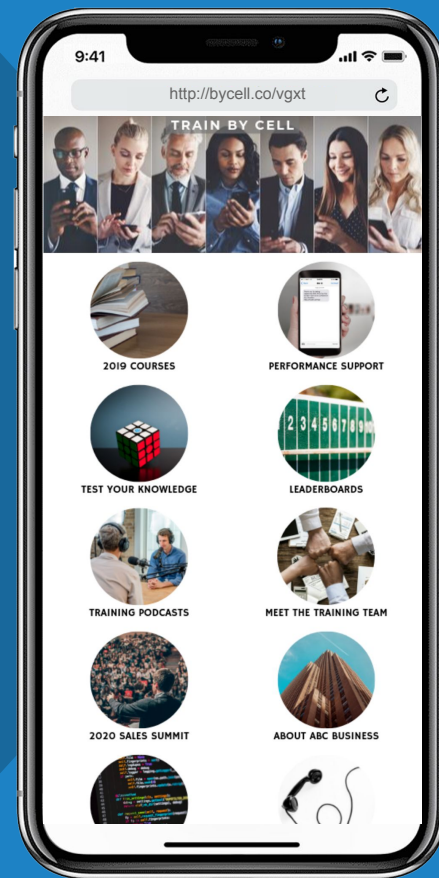
- Division of Engage by Cell
- Combine mobile technology & training
- 14 years experience
- 1,500 clients
 - Bloomberg
 - Michelin
 - Goodwill
 - Kimberly Clark



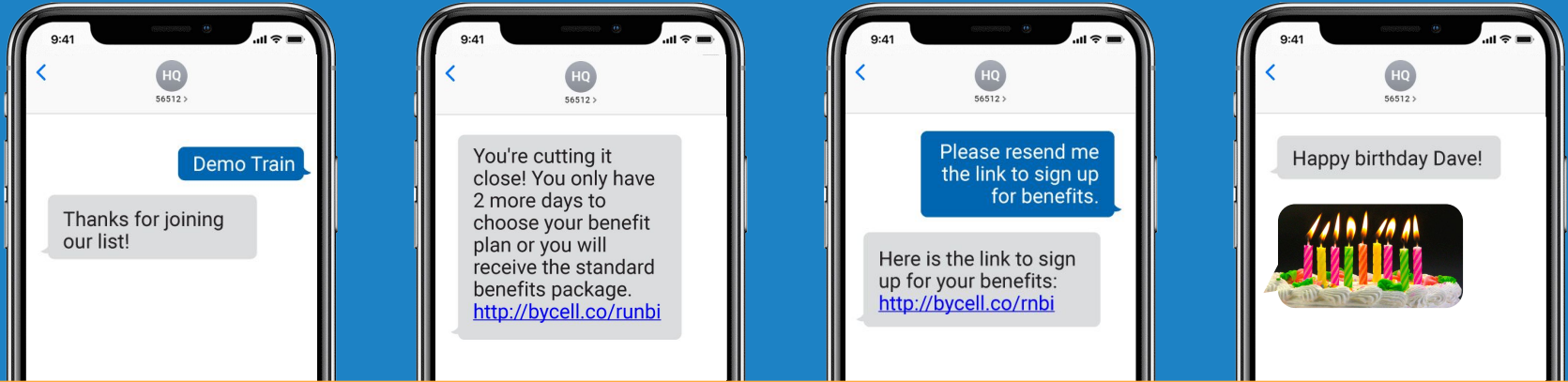


We Offer Two Platforms

Text Messaging &
Mobile Web Authoring



Text Messaging



- **Inbound Texting:**
Employees text in to join a list

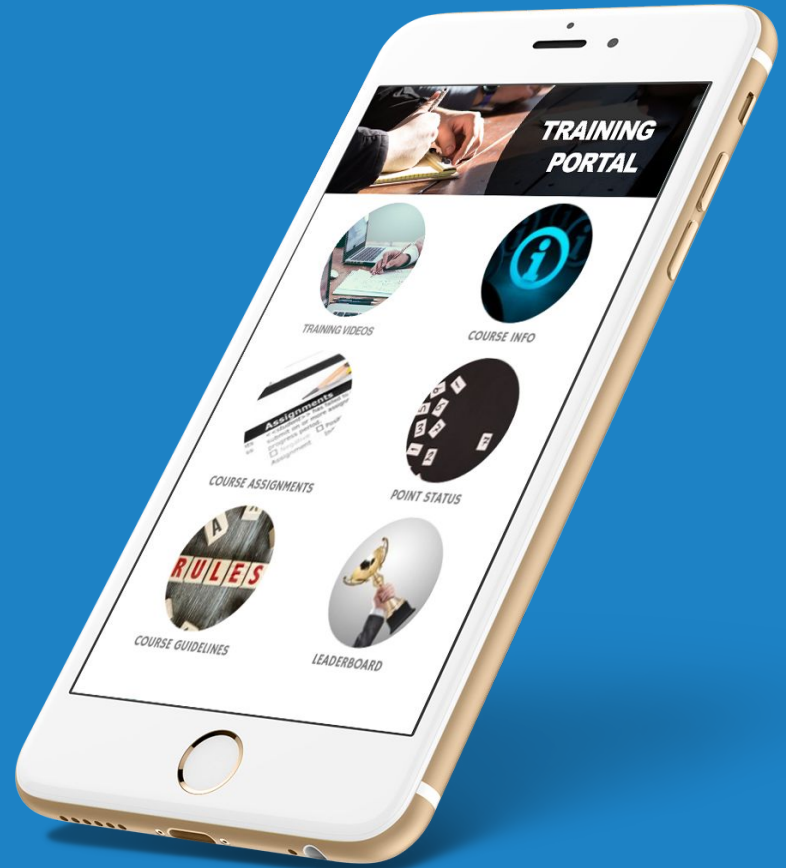
- **Outbound Texting:**
Schedule texts to various lists by calendar date

- **Text Chat:**
Instantly engage with any employee in a one-on-one text chat

- **MMS Chat:**
Text a fun GIF or photo

Mobile Web Authoring

- **Build mobile sites** that feel like an app without the download
- **Create custom content** that can be accessed 24/7
- **Generate** quizzes, polls, and leaderboards to increase learning retention



Today's Training Challenges

- Employees want to feel included but yesterday's engagement methods no longer work
- Email open rates are 25% and falling
- You have libraries full of content not being viewed



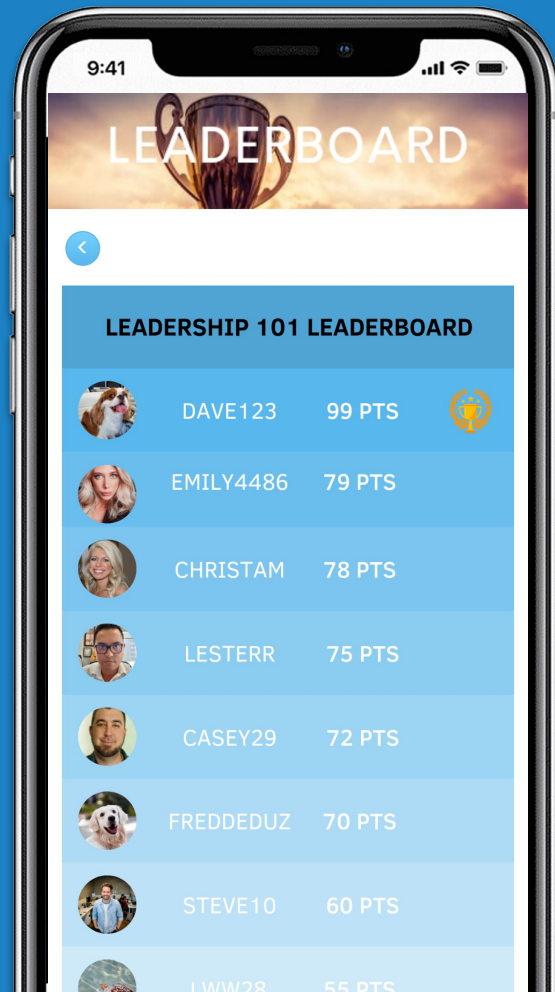
Mobile Strengthens Engagement

- Push engagement actions via text
- Send micro-bursts of training
- Provide 24/7 access to content with a mobile website
- 87% of employees prefer to use their cell phone



Endless Possibilities With Mobile

- Ask employees to self-enroll into various lists
- Send texts with links to important training materials
- Schedule texts by calendar date or sequence
- Use a mobile site as a portal for content
- Add a competitive element with leaderboards





Use Cases

Training Programs



- **Before class:** text links of content (ie. videos and assignments)
- **During class:** complete polls/surveys and use live screens to show results
- **After class:** set up “drip” texts with links to quizzes and exercises for follow-up

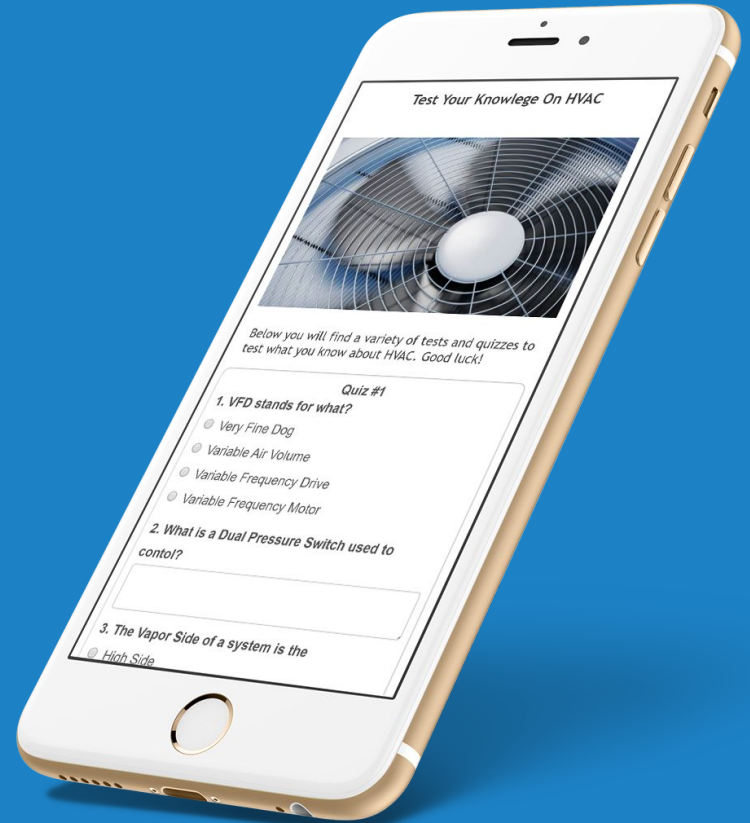
Meetings

- Give members access meeting details (agenda, speaker bios, materials)
- Send text message reminders and change notifications
- Create meeting session surveys
- Ask members to complete polls and gather instant feedback
- Take selfies to add a social component



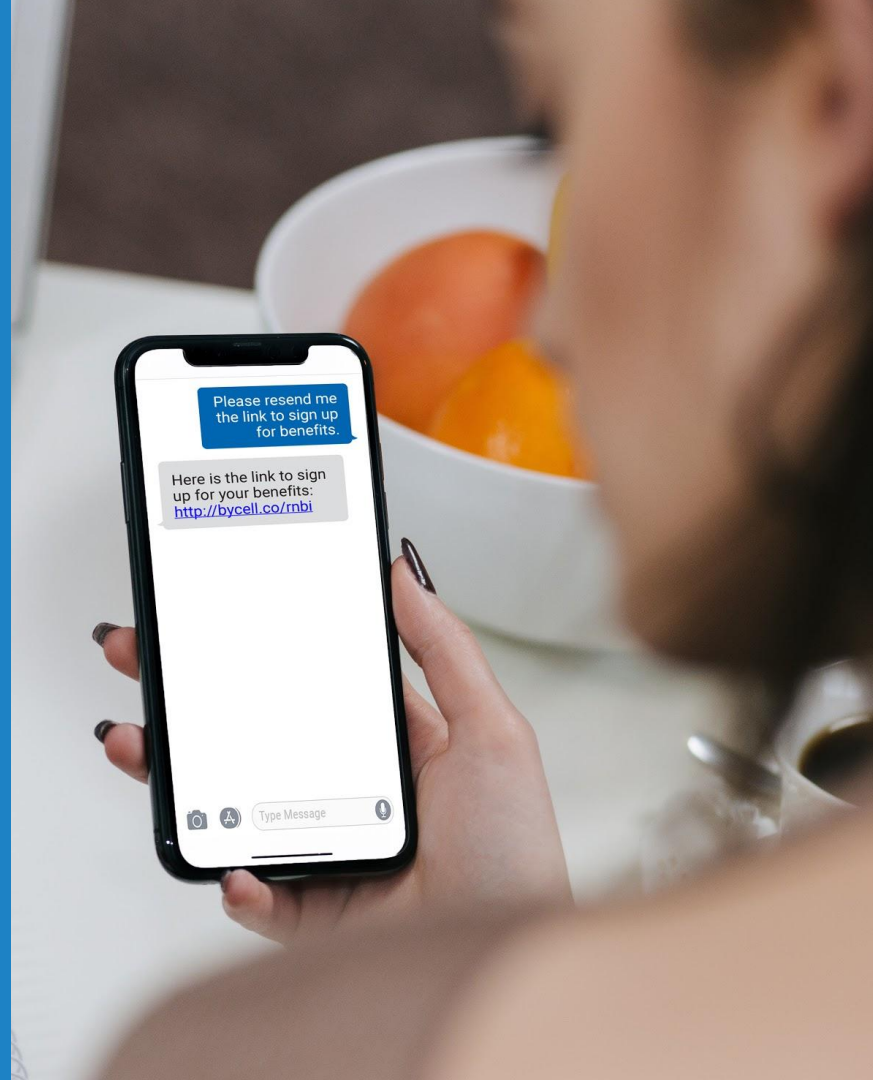
Compliance / Testing

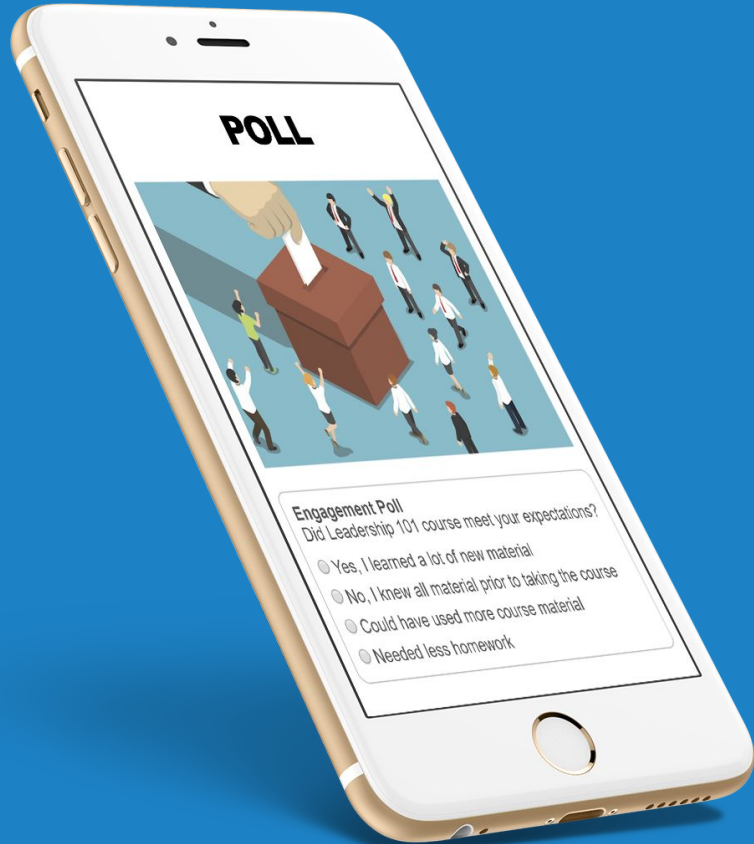
- Text a link to employees who are scheduled for testing
- They click a link, take the test and are done in minutes!
- Track and export results from the Reports Dashboard
- It's fast and easy, so more employees participate — 75% of employees complete within the first ten minutes of receipt



General Sharing of Information

- Not all employees have company emails — but they do receive text messages
- Text messages have a 98% open rate
- Store your most important content from LMS in a mobile website
- Or, add portal buttons linked to your LMS





Polling / Surveys

- Create polls, surveys and tests instantly
- Text employees a link to the poll
- Access results through the dashboard

Our User Interface



Administration Dashboard

- You control admin access
- You can assign different levels of access depending on user's role



Inbound Text Messaging

The screenshot shows a web application interface for managing inbound text messaging. At the top, there is a navigation bar with links for Reports, FAQ, Demos, Mobile Web, Text Messaging (Admin), Audio, Admin, and Contact Us. A status bar indicates 'Demo Main Engage by Cell (13253)' and '09:11 AM PST (Not Connected)'. A warning message states: 'Please Note! If you want to send a text to two different primary keywords, you must text the word END to end the first session before you text a different primary keyword.'

Manage Inbound Texting

Training SMS Acct. Short Code: 56512 Primary Keyword: TRAINING

Manage Inbound Texting

- Send/Schedule Text Message
- Scheduled Text Message
- Manage Lists

Reply Message

Primary Keyword Response

Welcome to the training guide!

You have 130 characters left.

User will receive this message when they text only the primary keyword

Default Response Message

Thanks .

You have 153 characters left.

Users will receive this message when they text in a word or phrase that is not set up as a secondary keyword.

| Primary Keyword | Response | NO LIST | See Subscribers | OFF | None |
|-----------------|--|---|-----------------|-----|------|
| Train | Welcome to the Train by Cell demo. Click the link to explore. http://byeell.co/rnj | <input type="button" value="Save"/> You have 77 characters left. | See Subscribers | OFF | None |
| Guide | Welcome to the Guide by Cell demo. Take a look! http://byeell.co/r2k1 | <input type="button" value="Save"/> You have 153 characters left. | See Subscribers | OFF | None |

Scheduled Texts

Training SMS Acct. Short Code: 56512 Primary Keyword: TRAINING

Manage Inbound
Texting

Choose List:

Send/Schedule Text
Message

Scheduled Text Message

Scheduled Text
Message

| Title (Optional - does not appear in the text message) | Message | List |
|--|---|------|
| Leadership Videos | <p>Its time for some UCO leadership motivational videos for the week. Click this link http://bycell.co/hvpb</p> <p>56 characters left <input type="button" value="Save"/></p> | UCO |
| Leadership Videos | <p>Its time for some UCO leadership motivational videos for the week. http://bycell.co/hvpb</p> <p>72 characters left <input type="button" value="Save"/></p> | UCO |
| onboarding | <p>Onboarding new employees is more difficult than ever. Our text/mobile web platform makes it much easier. http://bycell.co/htmw</p> <p>33 characters left <input type="button" value="Save"/></p> | tjx |

Manage Lists

Manage Subscribers

Opt-outs & Deleted
Subscribers

Sent/Received Texts

Text Message Q&A

Outbound Text Messaging

Pick Your Templates

Navigation

Build your Pages

Templates

Fully Built Mobi Sites

Header/Footer

Color Settings

Splash Screen

Site Settings

Preview

Reports

Other

Account Setting

Services


User Guide

Master Super Quiz

Site Builder

Pass Config: (Admin Only)

Manage Page Background
Send Link via Text Message

Main Menu URL: 
To copy the url, click in this box.

Please select one of the following templates. If you would like us to build a customized template for you, call 415-615-0150.

Choose a Template

Remove borders for Tiles/Applicable only for Thumbnail Navigation type Templates)

Guide by Cell!

Art Museum
History Museum
Library
Zoo

This is a Guide by Cell DEMO

Guide by Cell!

Art Museum
History Museum
Library
Zoo

This is a Guide by Cell DEMO

Guide by Cell!

Art Museum
History Museum
Library
Zoo

This is a Guide by Cell DEMO

Bar Navigation

Thumbnail Navigation

1X2 Thumbnail Navigation (with hidden titles and bottom Navigation)

Setting

Guide by Cell!

Art Museum
History Museum
Library
Zoo

This is a Guide by Cell DEMO

Guide by Cell!

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History Museum
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This is a Guide by Cell DEMO

1X3 Thumbnail Navigation (with hidden titles and bottom Navigation only on content pages)

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1X3 Thumbnail navigation on Main Menu with Bar Navigation in all levels below Main Menu

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Google Map/Admin Only)

Map Config

Side Menu/Admin Only)

Side Menu Template (Admin Only)

Setting

For Thumbnail based navigation, click "Navigation" on the left and click on  icon to upload thumbnail icons.

Choose a Theme

Guide by Cell!

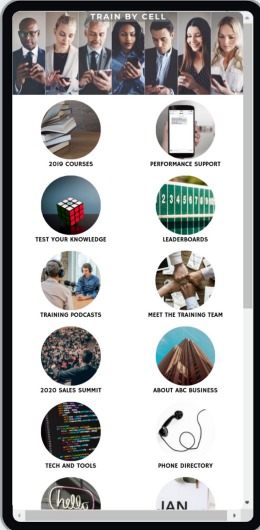
Grey Gradient

Transparent

Blue Gradient

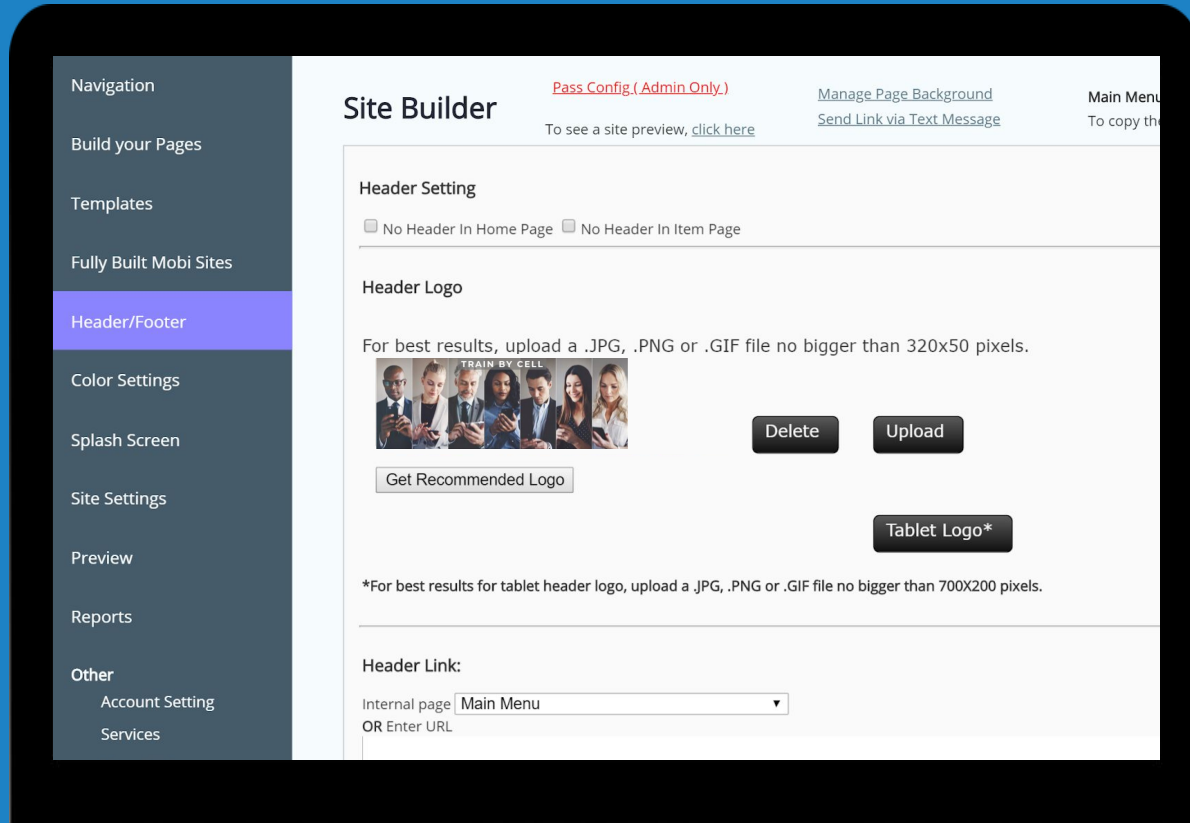
Green and Yellow

TRAIN BY CELL



Back Forward

Add Your Header and Footer



The screenshot displays the 'Site Builder' interface. On the left is a dark grey sidebar with a list of navigation options: 'Navigation', 'Build your Pages', 'Templates', 'Fully Built Mobi Sites', 'Header/Footer' (highlighted in purple), 'Color Settings', 'Splash Screen', 'Site Settings', 'Preview', 'Reports', and 'Other' (with sub-items 'Account Setting' and 'Services'). The main content area is white and titled 'Site Builder'. At the top right of this area are links for 'Pass Config. (Admin Only)', 'Manage Page Background', and 'Send Link via Text Message'. Below the title, there are instructions: 'To see a site preview, [click here](#)' and 'Main Menu To copy the'. The 'Header Setting' section contains two checkboxes: 'No Header In Home Page' and 'No Header In Item Page'. The 'Header Logo' section includes a text instruction: 'For best results, upload a .JPG, .PNG or .GIF file no bigger than 320x50 pixels.' Below this is a preview of a logo featuring a group of people with the text 'TRAIN BY CELL' overlaid. To the right of the preview are 'Delete' and 'Upload' buttons. Below the preview is a 'Get Recommended Logo' button. Further down is a 'Tablet Logo*' button. A note below states: '*For best results for tablet header logo, upload a .JPG, .PNG or .GIF file no bigger than 700X200 pixels.' The 'Header Link:' section has a dropdown menu currently set to 'Main Menu' and the text 'OR Enter URL' below it.

Organize Your Content

The screenshot displays the Site Builder interface. On the left is a dark sidebar menu with the following items: Navigation (highlighted in purple), Build your Pages, Templates, Fully Built: Mobi Sites, Header/Footer, Color Settings, Splash Screen, Site Settings, Preview, Reports, Other, Account Setting, Services, User Guide, and Master Super Quiz.

The main content area is titled "Site Builder" and includes the following elements:

- [Pass Config. \(Admin Only\)](#)
- [Manage Page Background](#)
- [Send Link via Text Message](#)
- Main Menu URL:
- To see a site preview, [click here](#)
- To copy the url, click in this box.

Below these are instructions: "Click Add Category or Add Page to create your site pages and content. You can drag pages to change the order in which they appear." and "Click '+' to expand the Category, 'edit' to rename the category and to add items to the category." There are buttons for "Add Category", "Add Page", and a search icon.

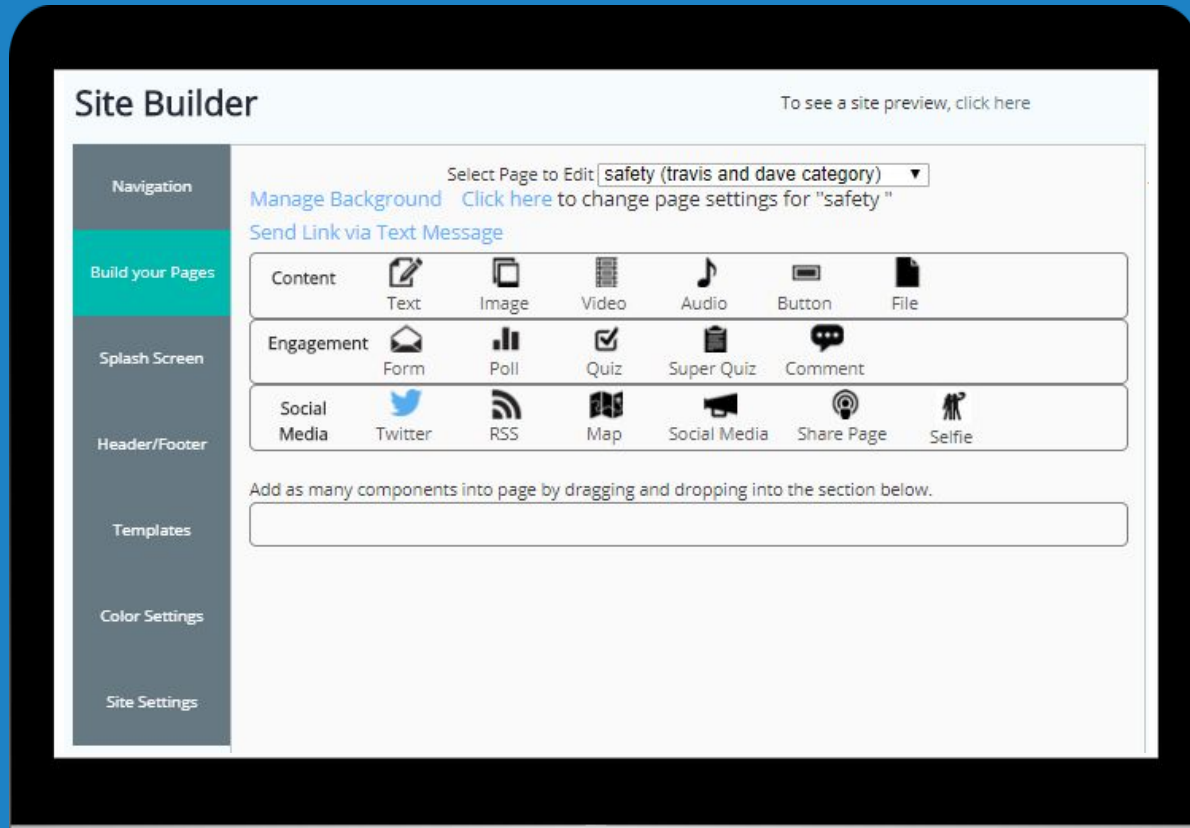
The main area contains a list of pages, each with a "Rename" link and a set of icons for editing, deleting, moving, and other actions:

- Upcoming Job Fairs [Rename](#)
- Getting Started [Rename](#)
- Job Openings [Rename](#)
- Account Executive (Main Page) [Rename](#)
- Product Marketing (Main Page) [Rename](#)
- Apply (Jobs)(Hidden) [Rename](#)
- Job Alerts [Rename](#)
- Contacts [Rename](#)
- About ABC Business [Rename](#)
- +Job Qualification Testing [Rename](#)
- +Job Qualification Testing (Job Ope [Rename](#)

On the right side, there is a vertical stack of circular icons representing various content categories, including:

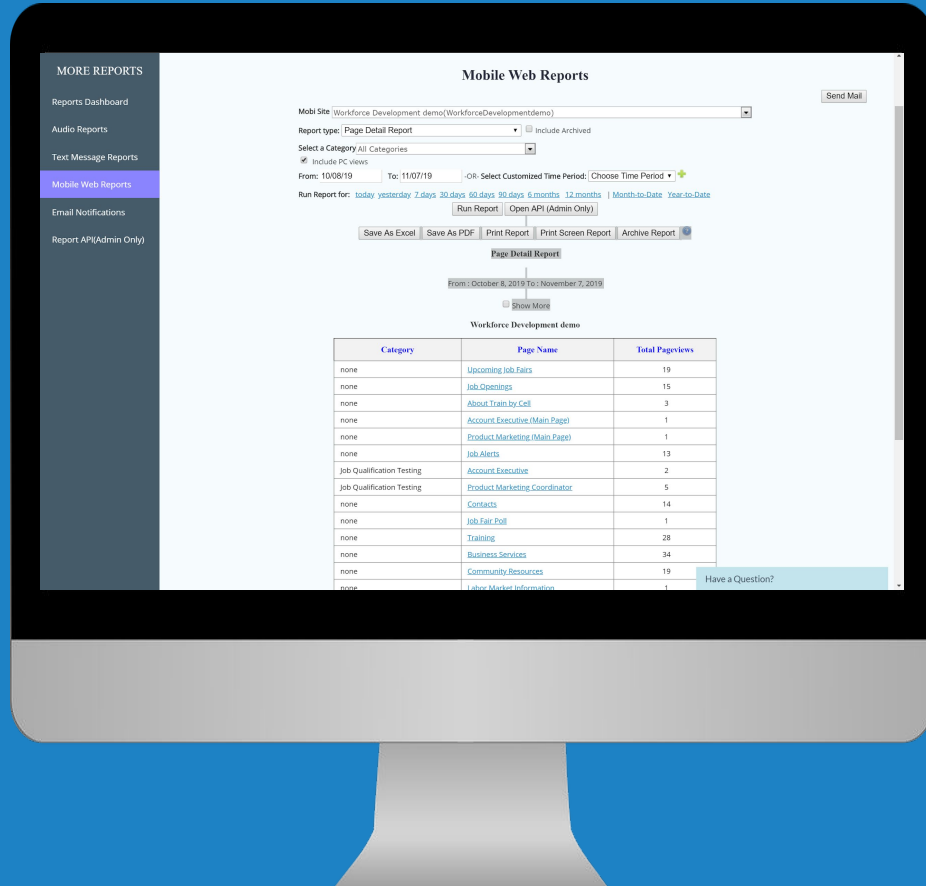
- 2010 COURSES
- PERFORMANCE SU...
- TEST YOUR KNOWLEDGE
- LEADERBOARD
- TRAINING PODCASTS
- MEET THE TRAINING
- 2010 SALES SUMMIT
- ABOUT ABC BUSI...
- TECH AND TOOLS
- PHONE DIRECTO...
- INTRODUCE YOURSELF
- JAN ...
- 2010 COURSE

Drag-And-Drop Icons to Build Mobile Pages



Analytics

- Gauge the effectiveness of your content
- Track by division, group, or individual
- Download reports into Excel



Reports



Text Message Reports



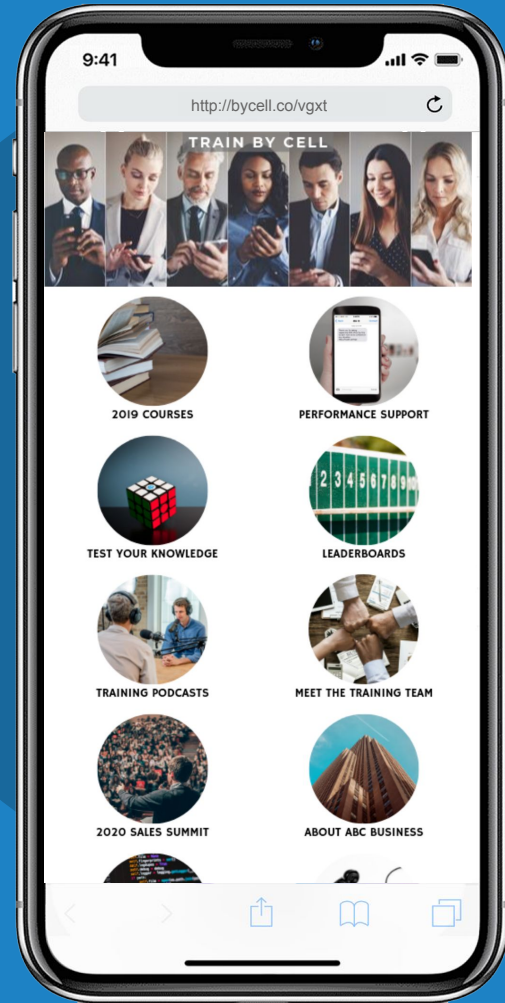
Mobile Web Reports



Specific Page Reports

Try it!

Text **DEMO TRAIN**
to **56512**



Your Hosts



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