Redefining 'Digital Training' through technology

Client is USA's fastest growing 'Digital Image Company' committed to passionate ideas and experiences that inspire. They are the world's most versatile company famous for pioneering the revolutionary concept of 'wearable technology'.

The Vision

As one of the fastest growing brands in consumer electronics, they were able to revolutionize the action camera industry, and build a billion dollar business. Enter sales training, they had a huge challenge to train and educate their sales associates and customers effectively about their rapidly growing brand and products.

Situation Analysis

Because of the global widespread of their retail outlets, they needed a visual means to educate thousands of globally distributed sales force about the brand, and its rapidly growing range of products. Unlike conventional classroom training, they wanted this learning experience to be highly engaging.

The unavailability of trainers for such intensive and on-going training was some of the other growing concerns. With this as a challenge, they required a solution that would give their users a virtual experience of the product which can be used on-the-go. They were looking out for a visually engaging and technology driven learning solution that makes learning fun.

While they knew conceptually what they were driving towards, they did not possess relevant skills and expertise, or enough time to execute that vision. The need was to come out with a mobile application that delivers 'learning content' to the user with a rich visual experience.

Challenges and Solutions

e-Zest formed a team which comprises of business analysts, UX designers, mobile application developers and test engineers. The challenge was to understand the key elements that will help sales team engage with the app and hence improve overall training. e-Zest came up with a project plan for delivering best user experience, visually appealing interface and a blazing fast app to fulfill client's vision.

Solution Architecture

- e-Zest's expert app development teams and UI/UX teams developed a digital training app that is so engaging, salespeople don't even realize they are learning
- e-Zest's technology driven solution made training fun, creating an opportunity for the sales associates to become fans of the brand
- Offline support was made available for the application to enable sales representatives and users to use the application on the go – even in a location without Internet connectivity
- With a push of a button, users were given access to 360^0 view of the product, ability to compare products and tips on how to use each accessory
- App supports the globally distributed sales force with its multi-lingual support. The training app is developed to support many international languages
- Web Analytics integration to track the preferences of the users all leading to a higher likelihood of sales

Technologies and Tools:

- Android SDK
- iOS SDK
- HTML 5/CSS 3/JS
- JQuery
- ReelJS
- Amazon S3 with CloudFront (till the app goes live)

Highlights:

- Supports Android 2.3.3 till 4.3
- Supports iOS 5.0 till iOS 7.0.2
- iOS 7 optimised
- Android latest OS compatible with Android 4.4 kitkat.

Project Breakthroughs

e-Zest came out with a native app development approach which successfully addressed the client's issues. The mobile application was designed to inspire, engage and educate the sales force in a contextually relevant environment. e-Zest was successful in developing an app that is fun to use, with a cutting edge technology, that naturally supports user needs.

This was made possible by our expert teams who collaborated with the client at every stage, to deeply understand the company's vision and their target users' learning needs.

Business Value

The app developed by e-Zest was successful in giving a visual means to the client's 'globally distributed' sales force to engage with the brand, resulting in an instant boost in their sales. The training facilitated by the app offered learning in a way that is more like a playroom than a classroom, making the learning experience engaging, captivating, and fun. This transformed the salesperson's relationship with the brand and its products, which ultimately increased conversion at the point-of-sale.

Bottom Line

Being the technology expert, we have brought the award winning application concept to reality. After many years' of experience of using technology to communicate business value, we have discovered and addressed the secrets of developing great apps for great brands. The training app is a great example of how leading brands can use simplicity as a key to explaining something complex. This was an innovative approach to training which has won the client many prestigious awards and recognition and has won us the client's trust and long lasting relationship.