

# Retail Sales Associate Training App

*The client is the world's leading activity image & video capture company offering a wide range of products. The company produces wearable and gear-mountable cameras and accessories, making it easy for people to capture and share their lives' most exciting moments. The company's products are sold through specialty retailers in over 75 countries and online.*

## Project Objective

- To inspire and engage the front line sales associates to increase their awareness and knowledge of Company products
- To empower the sales associates to feel the connection so that they can see themselves as part of the story
- To educate sales associates to help customers to select the best product of their interest

## Application Overview

The sale of any product depends on many factors, out of which very important factor is how the sales representatives interact with the customer. Consider a scenario where the customer went to a shop to buy a product and hence interacted with the respective sales associate to know about the product. At this time if the salesperson fails to explain about the product, the customer is lost. What is needed here is to give confidence to a sales associate about the product, a proper know how about the product so that he/she never have to learn the information about the product, instead of this the information would become an integral part that all sales associates are comfortable to deliver.

This app is a learning solution for sales representatives which helps:-

- To guide sales representatives more about the product
- To give sales representatives a feel of the product
- To keep the sales representatives up to date
- To allow sales representatives to play with different configurations
- To judge which accessories suits to what product and in what environment

## Major Functionalities:

- **Video mashups** where sales representatives can watch YouTube videos **360° view** where users can swipe in different directions to see the product from all sides and facility of call outs to pin point special feature in the product.
- **Augmented Reality feature** helps to recognize the product using the camera on the mobile device and overlay existing content (videos, imagery, spec)
- **Accessory Configurator** through which sales representatives can match different accessories to different product depending on different environments.
- **What's New** have information like Photo of the Day, Video of the Day, Contest Winners etc.
- **Product Specifications & Comparison** allows user to understand the details about each product and differentiating factors with other models to choose the most suitable option

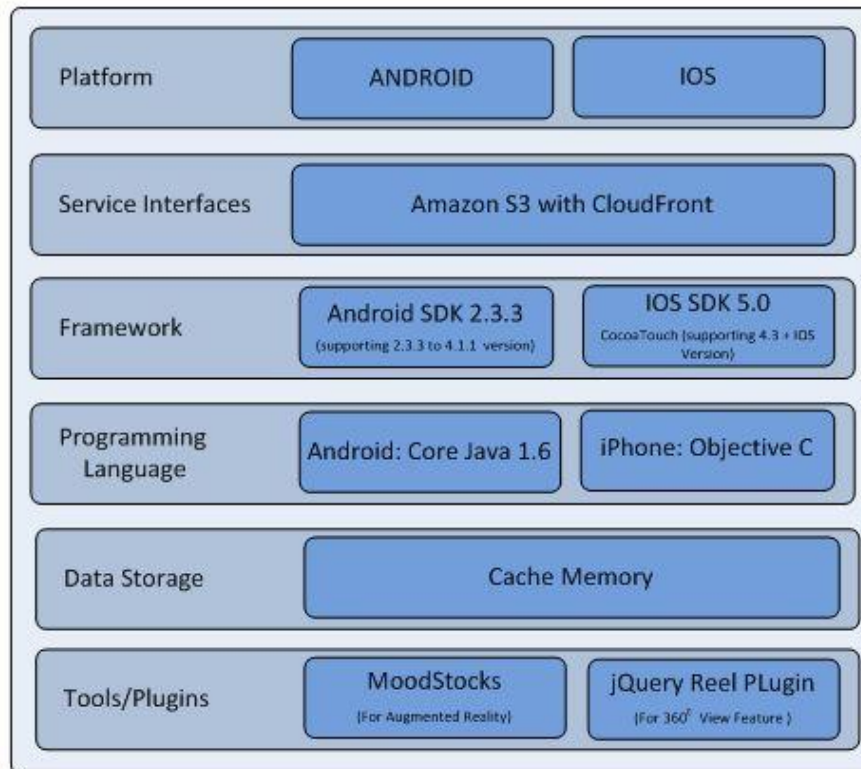
## High level Functionalities:

- Camera Start View
  - Modal View
  - Camera detail View
  - Camera comparison chart
  - 360° View
    - Environment related Video (water, snow, moto)
- Accessories View
  - Accessories Detail View
- Tools View
  - Better by Design
  - Configurator
    - Configurator View Detail
  - Cheat Sheet
  - Did You Know
- What's New View
  - Photo of the day
  - Events
- Video Wall
- Augmented Reality



## Technologies and Tools

This app is built using Hybrid approach where some of the code is in HTML and remaining is in native code.



## Challenges and Solutions

**Challenge:** Sales associates operate in varying contexts. They are encouraged to spend time on the floor rather than away from the customer. Therefore there is need of learning solutions that can accommodate their environment and needs.

### Solutions:

- Created Smartphone app.
- Created simple gateways for immersive learning.
- Provided global access to quick categories at all times.
- Conceptualized learning tools to encourage extended learning.
- A curated and across content type approach with a mix of videos, interactive guides, demo's.

**Challenge:** Sales associates are no different from customers who want to touch and get a tactile feel of the product.

**Solutions:** Through augmented reality experience, we have merged a digital and physical learning experience.

- Correlated a burst of lifestyle and sports activities with the product, coming out of the box.
- Overlaid layered information about the product, using augmented reality.
- Contextually placed compelling content, such as video, simple call outs, and facts.

**Challenge:** How to simplify the learning of a complex product ecosystem?

**Solution:**

- An “edutainment” approach to learning and increase retention.
- Visual & interactive solution to discover and understand the product use
- Make sales associate to become part of the story and be a hero

## *Business Benefits*

Sales associates sell what they know and what they love. This app helps sales associates to personally relate to the product and enables them to be more enthused about selling Company's products.

- Communicate the audience type by bringing diverse sports to life and use an expanding set of imagery to show a broader definition of who the targets are.
- Correlate products and training materials by connecting them to activity based experiences.
- Quick access to new products and features in the main navigation.
- Convey multiple ways a sales associate can learn and be inspired. We connect unique 3D tools such as layering information on top of physical objects.

## *Bottom Line*

The e-Zest team demonstrated high competencies in understanding the requirement, suggesting workable solutions, and implementing the business requirements at ease by involving customers at all stages of solution specifications.