

# Interactive e-Learning Platform for an Instantly Efficient Sales Network

*Client is a market leader in automotive industry. Client has consistently proved its innovations through its products and ideas to suit the ever evolving market needs.*

## The Vision

Being a consumer focused company and sensitive to the learning needs of their employees and stakeholders alike, they desired for a digital solution to educate their dealers and sales about their newly launched vehicles. To bring this vision into reality, they partnered with e-Zest.

## Situation Analysis

For a successful launch of new variants of their best-selling cars worldwide, client wanted to execute a comprehensive education program for their dealers and sales representatives. The purpose was to inform, train and assess the dealers and sales representatives about the USPs of their newly launched vehicles, through an easy solution.

e-Zest planned to launch a 'web based e-Learning module' with a primary objective to compliment client's existing e-Learning platform. The existing platform is used as a final assessment tool that qualifies the dealers and sales representatives as certified to sell the company products. To this point, the main objective of the application is to prepare client's dealers and sales community for the final assessment.

## Challenges and Solutions

Keeping in line with its radical process innovation strategy, the client was looking for a solution that supplements their existing e-Learning platform. The solution was expected to drive their sales and training efficiency to a new level. Client needed a highly interactive learning experience with high-end graphics and voice over to give a unified learning experience for their dealers and sales representatives. Taking this concept and turning it into a web-based interactive tool that meets the client's vision was a challenge.

## *Solution Architecture*

e-Zest merged its deep knowledge in UI and development to design an e-Learning solution which utilizes rich graphics for better grasp of the learning module. The e-Learning tool was added with highly desirable functions such as bookmarking, notes, progress indicators to personalize the learning experience for each sales representative. Content was divided into chapters to provide much more structured learning experience which is appealing to the user. The audio support was given to compliment the textual content of the e-Learning solution for easy and quick learning. The e-Learning solution acted as an assessment tool with integrated quizzes and questionnaires for self-check that highly engages the user with the application.

## *Technologies and Tools:*

- PHP
- Backbone.JS/HTML5/Jquery/Flash
- DynamoDB
- Pano2VR and KR Pano
- ReelJS 2.0

## *Platforms supported:*

- iOS 5.0 onwards (only iPad, iPad2, iPad3)
- Android 2.3 onwards (only Samsung galaxy tab 10.1 inch)
- Desktop OS – Windows XP, 7
- Browsers: IE8,9,10, Mozilla, Chrome, Safari

## *Project Breakthroughs*

- Progress indicator – To show the progress of learning and giving users the ability to start where the user previously left off
- Real reading experience – Ability to maintain the user's data even when the user moves across dealerships, thereby giving the users an unbroken e-Learning experience

## *Business Benefits*

The objectives set by the client were clearly understood by e-Zest resulting in the following benefits:

- The application make sales representatives aware and understand the USPs of the new vehicles launched that instantly boosts the clients sales
- The e-Learning application successfully trains, tests and assesses the learning in intermediate steps and prepare the dealers and sales representatives final assessment
- e-Zest seamlessly integrated this solution with the e-Learning platform that client has created for final assessment of their sales and dealers
- The user interface makes the learning experience fun and appealing through rich visuals and graphics which meets with the training objective of the client

## Bottom Line

The development and UI/UX teams at e-Zest seamlessly integrated Design and Development aspects to deliver a feature rich solution to provide the best learning experience to the client's sales team and dealers. e-Zest's solution supported the client's product training tremendously by giving an interactive tool to learn about the new vehicles that are launched. The sales representatives and dealers could instantly identify the USPs of the company's products against the competitors that helped in boosting the sales.

e-Zest developed a highly scalable architecture that bridges the gap between content and technology on one side, and narrative and interactive experience on the other. The result was a highly interactive, and a visually rich application which makes it successful both as an e-Learning tool and a product experience tool.



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