

tech21

Case Study



The case for great product training...

tech21 ™

BACKGROUND

Tech21 is one of Britain's fastest-growing tech businesses with a great story to tell. In 2014 they developed a game-changing new protection material for their products, and last year the company launched a 100% biodegradable range of Eco cases for the iPhone. These innovative products are sold in stores such as Amazon and Apple, 02 and Walmart.

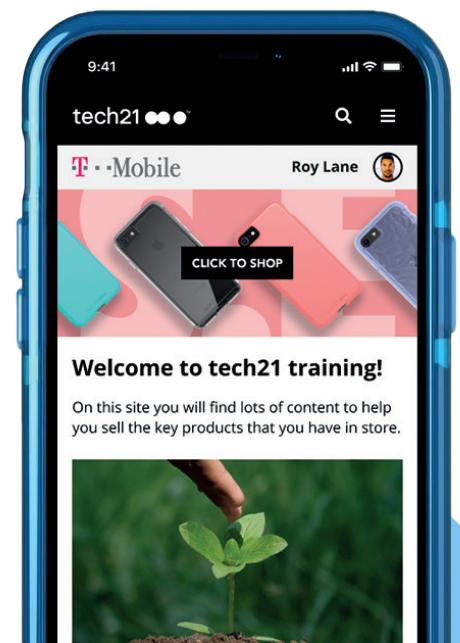
Well-trained staff helps to explain the technology and benefits, these cases represent a brilliant opportunity for retailers to increase the value of a phone sale with a fantastic accessory for their customers.

“The system allows us to deploy content in multiple languages, which has led engagement in countries which are often hard to reach, making it a valuable part of the tech21 strategy in emerging markets.”

PAUL O’SULLIVAN,
Global Training Manager - tech21

Tech21 came to us to create tailored e-learning that would quickly bring sales staff up to speed on their products, not just in the UK, but around the world.

For us to do a great job on their learning management system we knew we had to immerse ourselves in the tech21 offering. It began with a workshop with the company's training team to make sure we fully understood the product range, and could identify how to deliver the most effective online training to sales staff, wherever they are.



Making the LMS Exciting – and Personal

THE SOLUTION

We came out of the workshop with a clear picture of what we had to do:

1. Create a dynamic and exciting portal that would entice sales staff to learn all they could about the new technology and different products.
2. Give them everything they'd need online and on mobile devices: training, sell sheets, video and learning content.
3. Deliver it all in multiple languages for use anywhere in the world.
4. Personalise the content to individuals and the different retailers. This was key, as each retailer sells a unique range of the products and some have exclusives. The training would relate directly to the product line a particular retailer carries.

To begin with, a “just get us going” English language version of the mobile-friendly portal was delivered – within 20 days of the go-ahead. After that the full portal was quickly completed with “must have” and “great to have” features built-in.

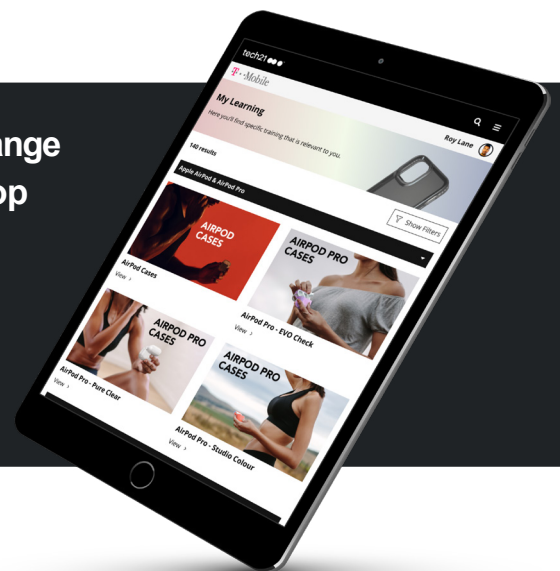
Keeping things focused, but flexible...

On tech21's tailored LMS, sales staff self-register with a retailer-specific password. This makes sure they get the right learning for the store group they belong to.

Self-service reports are automatically emailed on a weekly basis for each retailer to show learning progress, with country and account managers kept informed of the levels of learning and competence in their regions. Sales staff are encouraged to use the portal through incentives for completing their training.

The Academy Point LMS offers us a wide range of flexibility, including the ability to develop and deploy different training plans to different retailers, globally.”

PAUL O’SULLIVAN,
Global Training Manager - tech21



Make your own module...

But what happens when tech21 launches a new product? Will they have to come back to us to create new a new online-training module? The answer is no – we have built content tools into the LMS that enable tech21 to create their own new modules quickly and easily, as and when.

A Productive Collaboration

OUTCOMES

We've now been working with tech21 for over 5 years with incredible results.

1. The tailored Academy Point LMS is now being used by more than 30,000 sales staff across the globe, anywhere tech21 cases are sold.
2. Regional managers can quickly enroll retailers into the training system when taking on a new distributor.
3. Tech21 now have a direct channel to retailers and their customer-service staff.
4. The learning portal and content is now available in Spanish, French, German and English.



80+ retailers
registered globally



150k completed
product training modules



32k users
registered since launch



Empower your people

Academy Point is a brilliantly simple LMS to easily deliver joyful training to everyone in your team, wherever they are.

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