

Empowering sales teams with interactive learning for improved performance

Challenge

The **largest pan-Asian life insurance group sought to empower their trusted agents to offer best-in-class advice and support to end customers, leveraging the power of digital innovation.** Therefore, they developed their own mobile marketing app to enable agents to communicate with customers directly about products and services, and strategically nudge them with various marketing campaigns.

As the agents lacked basic digital marketing skills, it was imperative to train them not only on the app features but also on digital branding, digital marketing, and social media prospecting to launch the app successfully. Agents would also likely adopt the app only if they had access to eLearning modules, showing them how to use the app. The brand wanted to adopt a micro-learning approach and create short (under 5-7 mins), stimulating digital learning modules (in multimedia format), allowing the agents to grasp the content better and apply their new skills on-the-go.



Solution

BI WORLDWIDE India's learning experts designed a robust and comprehensive curriculum for the mobile app launch, which included 22 mobile-friendly, engaging, and interactive e-Learning modules. The modules were created, leveraging industry-leading animation tools, and delivered in SCORM format to allow easy loading onto the brand's SCORM-compliant LMS. The curriculum was split into 2 phases: Phase 1 focused on the basics of digital and social media marketing, and Phase 2 focused on app-orientation modules. The latter **entailed an app tour and ways to efficiently use the app for targeted marketing efforts.** Additionally, two sets of assessment modules (one for each phase) with a question pool of 140 questions were created to measure training effectiveness.

Results

BI WORLDWIDE India successfully designed and implemented an end-to-end, immersive, and interactive learning solution in a timely manner.

11 Modules
were delivered on
priority within 2 months

150+
agents were empowered
with social media marketing tactics

Agents indicated an
overwhelming confidence level
4.48 out of 5
in their usage of the new app

Building on this early success, the brand decided to incorporate our eLearning modules as part of the onboarding journey for all newly recruited agents. Moreover, as the modules are web-responsive, the brand intends to deploy them on PCs and mobile devices for future use.