



Sales training for Vodafone

Using e-learning to boost sales

Vodafone Group Plc provides a full range of mobile telecommunications services, including voice and data communications. Vodafone has equity interests in 28 countries and Partner Networks in a further 8 countries with almost all the Group's mobile subsidiaries operating principally under the brand name 'Vodafone.'

THE NEED FOR E-LEARNING

Vodafone had commissioned Tata Interactive Systems to create a sales focused e-learning program to raise the sales capability of its 1600 staff. The aim was to integrate the program with the induction, as part of a blended learning solution. The audience for this program was, therefore, wide, and covered the full range of employees from new entrants to experienced sales advisors. The objective of the program was to provide a sales-focused e-learning program that could be used in retail outlets, without additional investment in IT infrastructure.

HOW OUR SOLUTION HELPED

Tata Interactive Systems produced an e-learning program using the presentation and document provided as inputs. The total training time was approximately two hours with 120–130 screens. The course features were:

- **The Coach's Corner:** The learner had the option to choose from three coaches who served as course guides for the learner. The teach element of the course was delivered through the Coach's Corner. The coach provided hints and tips to the learner while attempting the scenarios, along with the feedback and alerts at appropriate times in the scenario.



The sales training program is an effective example of the blended learning where it was integrated with the induction program. The program successfully mapped to the learning requirements of a diverse audience.

- **Modules:** The course comprised seven modules, along with a separate pre-assessment module. The learner logged in to the Vodafone Aspen LMS and launched the course. A first-time learner had to first take the pre-assessment, which recommended a particular learning path. However, the learner was free to attempt the modules in any order.

- **Assessment:**

The assessments in this program were of two kinds:

- o Pre-course assessment:

This was used to assess the mastery level of the learner and recommend a learning path. The pre-assessment questions mapped to each of the modules in the course, with the exception of the introductory module. If the learner scored less than 50 percent for a module, it was recommended that the learner attempted that particular module.

- o Module-end assessment:

This comprised between five and eight questions and the learner was provided with a cumulative feedback at the end.

The question types used in both the pre-course assessment and the module-end assessments included:

- o Multiple choice
- o Drag and drop selections

- **Audio:** The program was audio supported. The audio was used in the scenario introductions and customer dialog in the scenarios.

TECHNOLOGY USED

The program was developed using Flash MX, Adobe Photoshop 6.0, and Macromedia Fireworks 3.0.

SOME SAMPLE SCREENSHOTS

The screenshots offer a brief glimpse of sales training program developed for Vodafone. To experience our products at work, you may view our demos by registering online at www.tatainteractive.com.



Screenshot depicting the main menu.

The 'Coach' screen provided an introduction to the coaches used in the training.



A teach screen included several interactive elements.

