



Mobile Micro-Learning The Future of Enterprise Training

Today's shoppers can access information about products and services from a variety of sources, but when they visit a brick-and-mortar store, they expect sales staff to help them make up their mind. Store associates not equipped with the right level of knowledge will most likely fail to convert the sale. Below are two scenarios that illustrate the significance of this issue for companies.

Shopper Scenario 1: Liza always researches products before she decides to make a purchase. Once she has made her top choices, she goes to the physical store to see, feel and test the products — and learn more from the sales staff. Once in the store, she often finds that she has more knowledge about the product than the store associate. Frustrated, she decides to shop elsewhere.

Shopper Scenario 2: Like Liza, Raymond conducts thorough research before buying products. When he finds a newly launched investment product he'd like to buy, he visits his bank. However, the bank associate didn't have the time to absorb the product information document she received, so she is unable to answer his queries. Raymond decides not to invest in the product resulting in lost business and an eroded brand image of the bank.

These scenarios are not unique in today's marketplace. Well informed shoppers are increasingly demanding more informative conversations with customer-facing

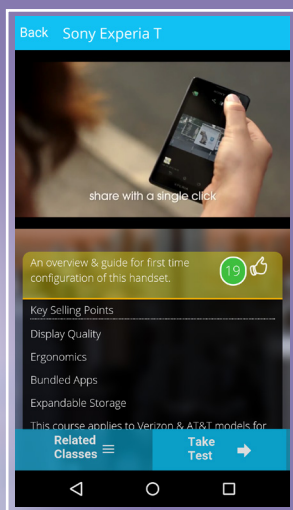
staff. They expect sales associates to not only know about a product's features, but also help by comparing, selecting and providing useful tips. To meet these expectations, companies need to provide their sales teams with timely product training, or risk losing business to competitors.

Providing up-to-date product training can be a daunting task for many organizations. The high velocity of product introductions, frequent staff turnovers and reduced attention spans of younger workforce challenge organizations to deliver effective training programs. With evolving customer demands for better informed sales staff, existing training tools designed for structured, formal lessons are not adequate to provide the 'right knowledge' to meet the expectations of customers.

DIVERSE TRAINING NEEDS

- Product's features and benefits
- Feature comparisons
- Product setup instructions
- Document checklists
- Ongoing promotions
- Internal policies
- Organizational announcements
- Soft skills

ShotClasses is delivered to sales associates on their mobile devices, where they can quickly access bite-sized product training exercises to better serve customers and accelerate sales.



SHOTCLASSES: CONTEXTUAL MOBILE MICRO-LEARNING FOR GEOGRAPHICALLY DISTRIBUTED SALES TEAMS

Mindtree has developed 'ShotClasses' to address the continual on-the-job training needs of customer facing staff. It is a mobile platform for delivering bite-sized content that is relevant to the salesperson's focus area. With ShotClasses, sales teams have on-demand access to brief lessons that are easy to absorb and designed to help them drive better results. ShotClasses can be quickly created to enable just-in-time launch of training.

IMPROVE CUSTOMER SATISFACTION, INCREASE SALES PERFORMANCE AND TRACK TRAINING EFFECTIVENESS

ShotClasses is ideal for today's mobile workforce. It

- Delivers micro learning content and assessments to any mobile device
- Provides personalized content on personal and company-owned shared devices
- Intelligently recommends trainings to maximize sales results
- Enables quick and easy way of ShotClass creation, distribution, management and tracking
- Leverages gamification and social learning to increase adoption
- Is a cloud solution complements existing training infrastructure

SHOTCLASSES EMPOWER SALES TEAMS ACROSS INDUSTRIES

Retail

- Product information
- Feature comparisons
- New launches
- Promotions
- Cross sell tips
- How to tips
- In-store procedures
- Soft skills



Financial Services

- New products / schemes
- Feature comparisons
- Promotions
- Cross sell tips
- Market updates
- Document checklist
- Fraud prevention
- Compliance



HiTech & Manufacturing

- Product training
- Channel partners training
- Release details
- Installation tips
- Localization tips
- Pricing plans
- Tech support FAQ
- Known issues and workarounds



Travel & Hospitality

- New packages
- Checklists (Check-in, damaged baggage, etc.)
- Visa norms
- Housekeeping tips
- Soft skills
- Rewards
- Local guides



About Mindtree

Mindtree [NSE: MINDTREE] delivers digital transformation and technology services from ideation to execution, enabling Global 2000 clients to outperform the competition. "Born digital," Mindtree takes an agile, collaborative approach to creating customized solutions across the digital value chain. At the same time, our deep expertise in infrastructure and applications management helps optimize your IT into a strategic asset. Whether you need to differentiate your company, reinvent business functions or accelerate revenue growth, we can get you there. Visit www.mindtree.com to learn more.