



Mindtree

Welcome to possible



SHOTCLASSES



THE LEADERS BELIEVE "LESS IS MORE"

9 case studies of how leading organizations are benefitting from Micro Learning



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How a leading pharma major trains its sales reps spread across 13 countries



Challenge

Traditional methods to train sales reps were ineffective and costly



Action

Shotclasses enabled gamified learning to train sales reps on various products in a more engaging way



Result

Increased product sales for top classes completed on the platform

Executive Summary

A leading global pharmaceutical firm's geographically dispersed sales workforce needed on-field product information support that was difficult to access from the traditional LMS or assets such as PowerPoint presentations, emails and sales seminars. Mindtree's Shotclasses, an end-to-end microlearning platform, helped the client quickly and seamlessly share relevant content (based on geography, verticals, etc.) with sales reps, ensuring superior sales conversion and reduced training costs.

The Challenge

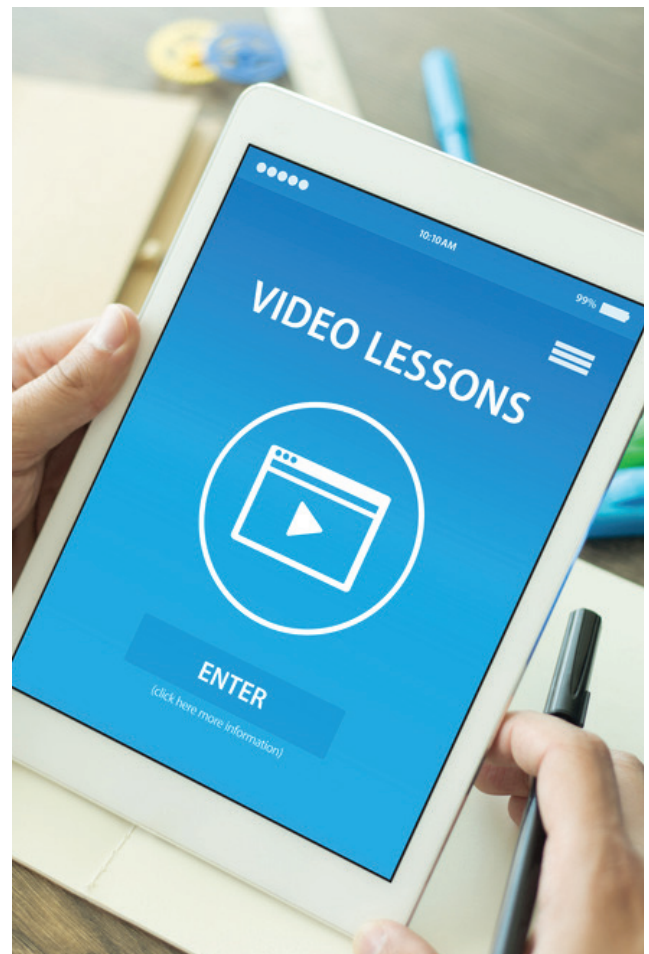
The client's sales representatives needed quick and updated information on various products while on the field that the existing LMS was ill-equipped to deliver. Moreover, traditional sales training methods such as sales seminars, PowerPoint presentations, and emails did little to engage the sales workforce, while long-form content frequently proved ineffective in terms of ensuring information retention. Additionally, the client lacked a mechanism to track training effectiveness and assimilation by its sales representatives in order to measure its impact.



Our Solution

Mindtree helped the client identify existing microlearning content within their organization, such as marketing and product videos, that their regional L&D teams could share quickly and easily with relevant sales representatives. The content was delivered through Mindtree's Shotclasses mobile app - based on their needs, geography, sales verticals, etc. This helped the client:

- Disseminate on-demand content to sales representatives anytime, anywhere, and in four different languages.
- Deliver bite-sized visual-rich training courses around a limited number of concepts to avoid information overload.
- Incentivize learning through gamification and real world rewards.



Results

Mindtree's Shotclasses solution helped the client deliver on-demand learning to its vast sales workforce, enabling several tangible benefits such as:

- Improved access, uptake and retention of specific product knowledge, empowering the sales representatives to boost conversion, improve productivity, and utilize their time better.
- Improved training adoption and engagement through incentives, gamified techniques, and multi-lingual content delivery.
- Significantly reduced training costs and other operational overheads such as procurement/travel costs, as the sales representatives were not required to travel to regional offices to procure training materials.

About the Client

One of the world's leading pharmaceutical companies that markets and sells over 300,000 products through its robust network of more than 10,000 distributor reps and 4,000 sales reps.



How one of the world's largest CPG brands gamifies learning for its brand managers



Challenge

Train over 2000 brand managers on best practices of branding and marketing communication



Action

Shotclasses provided a gamified, rewards based learning approach to train brand managers across brands and geographies



Result

Consistent and improved brand communication across all marketing channels

Executive Summary

Conventional training methods such as workshops and in-person sessions were proving ineffective in training and engaging the client's vast brand manager community. Mindtree's Shotclasses – an end-to-end microlearning platform - enabled the client to train and engage over 2000 brand managers. The platform leveraged a gamified and rewards-based approach towards learning to develop the creative judgement of brand managers, enabling them to effectively grow and nurture their brands.

The Challenge

Traditional training methods such as workshops and classroom sessions were not only proving to be ineffective in capturing the interest of the client's vast brand manager community but also incapable of matching the rapid clip of modern business. The client was facing challenges in ensuring training uptake and learner engagement as its brand managers perceived training as an added burden, rather than a business enabler. Moreover, the client found it challenging and expensive to conduct custom engagement programs for brand managers across different geographies.



Results

Mindtree's Shotclasses solution helped upskill the client's brand managers by delivering relevant information at the point and time of need. The client realized the multi-faceted benefits of leveraging microlearning-based training including:

- Superior sales conversion due to improved brand communication by brand managers who used Shotclasses to undergo training.
- Highly engaged brand manager community, leading to the development of targeted brand campaigns that were designed to outperform competition.

About the Client

One of the world's largest CPG firms offering over 65 brands, led by more than 2000 brand managers.

Our Solution

Mindtree's end-to-end microlearning platform Shotclasses, enabled the client to seamlessly share essential information on how to develop brands along with the latest market trends and industry best practices - with its brand managers. The highlights of the solution included:

- Brand managers could access the content on the go - anywhere, anytime, and on any device of their preference.
- The client was also able to customize the content to meet the demands of brand managers in different geographies and even create live competitions to infuse some healthy competition.
- The platform's avatar-based learning levels, image and poll based assessments, and incentives for attaining different milestones along the learning path, kept the learners engaged and motivated.





How this multinational financial services company transformed its customer service through microlearning



Challenge

Effectively train customer service reps to answer customer queries and resolve complaints



Action

Shotclasses enabled quick delivery of SOPs and best practices to ensure better customer support



Result

Faster resolution of customer complaints and higher customer satisfaction

Executive Summary

A leading multinational financial services company was facing multi-pronged challenges with its conventional customer service training programs that were delivered either in-person or through desktop-based legacy software. Mindtree's Shotclasses – an end-to-end microlearning platform - helped the client transition to a digital learning channel. The result: improved learner engagement and consequently, superior overall customer experience.

The Challenge

Customer service executives at the client's firm found it challenging to learn from conventional training methods such as in-person or desktop-based sessions. The reason: they lacked the flexibility to enable training anytime, anywhere, and on a device of their preference. As a result, learner engagement, participation, and uptake of the training programs were dismally low. Moreover, the client lacked access to a proper channel to deliver frequent updates and key information on policy and market trends to its leadership.



Results

Mindtree's Shotclasses helped deliver several tangible benefits such as:

- 90% of targeted sales associates used Shotclasses to learn about products
- Increased sales conversions due to improved product knowledge
- Increased engagement of sales associates through platform's gamified approach to learning and use of social forums

About the Client

A U.S based multinational financial services company that is the world's largest card issuer by purchase volume. The company employs more than 20,000 customer service representatives.

Our Solution

To address the client's challenges, Mindtree deployed Shotclasses – an end-to-end microlearning solution designed for the needs of modern learners and organizations. It helped create a digital learning channel to launch and rapidly share information with the team as well as the c-suite. The client used Shotclasses to:

- Deliver bite-sized (typically less than five minutes long) online training modules that could be accessed by its customer service executives on the go.
- Share standard operating procedures as well as best practices to help their team deliver a great customer experience.
- Engage the team through social learning forums and the platform's gamified learning approach.





How a leading CPG major used Shotclasses to create an innovative learning experience for chefs around the globe



Challenge

Experienced restaurant chefs wanted to build their repertoire of skills but lacked access to training



Action

Shotclasses helped these chefs discover new cuisines and culinary techniques from award winning chefs through bite-sized videos



Result

Increased brand loyalty towards the client's products among the chef community

The Challenge

The client found it challenging to train a vast base of potential customers comprising over 2 million chefs spread across 40 countries. Besides customizing the training content in chefs' preferable languages, the need was to deliver training on-demand, anytime, anywhere, and on any device. Failure to do so was leading to low engagement level of partner chefs with the client's brand, negatively impacting the client's bottom-line.



Our Solution

Mindtree's Shotclasses – an end-to-end microlearning offering – enabled the client to share bite-sized videos by top culinary artists to inspire chefs to generate new ideas and techniques, and experiment with different flavors around the world. The highlights of the solution included:

- Social Connection among peers for advice, bonding, shared experience of life in the kitchen
- All the courses were delivered in the chefs' native languages
- Gamified approach kept the chefs engaged and motivated with the training as they received rewards and certificates on achieving pre-set milestones
- The client could also offer paid courses on cooking and gastronomy to help chefs upgrade their skills with the latest techniques and best practices



Results

Mindtree's Shotclasses solution helped the client deliver rich content to upskill and engage its vast geographically spread partner chefs' network. The client realized the multi-faceted benefits of leveraging microlearning, such as:

- Increased chef engagement and loyalty with the client's brand.
- Increased adoption of the client's products among the chef community.
- Increased revenue for the client from all paid courses completed by the chefs.
- Ability to engage new chefs within the partner network, afforded by easy scalability of the Shotclasses platform.

About the Client

The food division of one of the world's largest CPG brands. This division manufactures products (ingredients) that are used by more than two million chefs across 40 countries.



How a leading multimedia software company uses Shotclasses microlearning to train channel partners and help them sell right, every time



Challenge

Standardizing product pitches and other communication across 300 channel partners



Action

Shotclasses enabled video-based product training for channel partners across geographies



Result

A re-energized partner community equipped to sell with consistent product communication

Executive Summary

A multinational company offering software products wanted to enhance engagement with channel sales executives. They partnered with Mindtree to leverage Shotclasses platform for imparting product training. This re-energized partner community and improved their product knowledge, resulting in better selling experience.

The Challenge

The client's business suffered from disengaged channel partner community. It therefore wanted to engage 100 channel sales executives belonging to 50 partner companies spread across India. This was a critical need to standardize product sales pitches across all sales partners.



Results

Mindtree's Shotclasses platform enabled the client to boost partner engagement and reenergize partner community. Other benefits include:

- On-the-go access to product information for channel partners right before they pitch
- Easy way for channel partner heads to run other engagement initiatives for channel partners

About the Client

The client is a leading multinational company offering creative software products. It has aligned with 300 channel partners to sell its software to SMBs.

Our Solution

- Mindtree helped the client share bite-sized videos for product sales training through Shotclasses. The videos were available for easy access for sales partners when needed.
- The videos helped monitor partners' retention of product information through short assessment quizzes
- This also helped the client conduct a sales pitch contest on the platform where sales partners shared their product pitches with the head of partner marketing



The Challenge

The client was looking for ways to improve its training and communications delivery for a diverse group of users across functions such as Design, Operations, Delivery and IT. Frequent changes in organizational policies and procedures, coupled with the requirement to train users on new tools, led to a steeper learning curve, and limited engagement with the existing learning programs and initiatives.



Our Solution

Mindtree implemented Shotclasses to deliver on-the-go learning and communication for diverse teams in the following ways:

- It deployed Shotclasses as the one-stop learning and communication hub, making it easy and fun to access the right content at the right time.
- It disseminated communication nuggets on all company updates, ranging from policies and procedures to employee offers.
- It distributed learning content on systems and technology tools such as management dashboards for targeted groups.



Results

The platform's gamified approach and ease of use helped deliver several tangible benefits including:

- Improved access, uptake and retention of specific product knowledge, empowering the sales representatives to boost conversion, improve productivity, and utilize their time better.
- Improved training adoption and engagement through incentives, gamified techniques, and multi-lingual content delivery.
- Significantly reduced training costs and other operational overheads such as procurement/travel costs, as the sales representatives were not required to travel to regional offices to procure training materials.

About the Client

The client is a leading Portuguese multinational company, with a diversified portfolio of businesses in retail, financial services, technology, shopping centers and telecommunication.



How India's largest coffee chain leveraged video training to deliver better field service



Challenge

Lack of product expertise among field engineers to fix difficult maintenance problems



Action

Shotclasses enabled the sharing of bite-sized videos on specific maintenance issues and steps to resolve them

Executive Summary

A leading coffee machine manufacturing company was looking to train field service engineers spread across 40 location. However, given fewer training centers enabling frequent classroom training and refresher course was a challenge. Mindtree helped the client train field service engineers with bite-sized videos that could be accessed easily while resolving on-field machine issues. This helped in faster issue resolution and enhanced customer service levels.

The Challenge

As the field engineers lacked necessary expertise they relied on managers to resolve machine related issues at client's location. This reduced managers' productivity and resulted in increased closure time. The client was therefore looking to train field service engineers in necessary expertise. However, with just a few training centers and engineers spread across 40 locations, frequent classroom training and refresher courses was a challenge.



Our Solution

Mindtree helped the client identify coffee machine issues that were difficult for field engineers to resolve. As a part of the solution we helped the client:

- Create bite-sized videos to address specific machine related scenarios and shared them on Shotclasses
- Provided troubleshoot video access to field engineers whenever they faced issues on the field
- Enabled faster and better training by assigning relevant videos on the platform to new recruits and those needing refresher courses



Results

Mindtree's bite-sized video solution enabled the client to

- Improve service levels with more than 90% of field engineers using Shotclasses to access standard operating procedures for maintaining coffee vending machines
- Impart better customer and reduce resolution time
- Reduce closure time and re-open rate of tickets raised for maintenance issues
- Reduce in overall training cost and operational overheads

About the Client

The client is a largest coffee chain in India, offering coffee vending machines to multiple offices across the country. It employs more than 1000 field engineers to maintain these machines post sales.



How Kuwait's largest electronics retailer trains its store associates to enhance in-store sales



Challenge

Frequent training required for in-store associates without disrupting flow of work



Action

Mobile-based learning delivered through Shotclasses at the speed of business



Result

Increased sale conversions due to better customer conversations about various products

Executive Summary

A Kuwaiti multi-brand electronics retailer was looking to improve in-store sales by equipping retail representatives with the right product information. Mindtree helped the client improve sales and service levels by enabling store associates to learn rapidly through videos shared on Shotclasses, its microlearning platform. The outcome: deeper engagement with store associates and increased sales conversion.

The Challenge

Faced with an ever expanding product portfolio, training sales people with old methods such as charts, placards and documents proved to be a challenge.



Our Solution

Mindtree helped the client share videos through Shotclasses which could be easily accessed by retail associates while they were in the store. This enabled:

- Rapid learning of new product information and changing incentive plans, without affecting sales associates' face time with in-store customers
- Sharing of custom content tailored to the needs of different sales associates working in different store locations around the country



Results

Mindtree's Shotclasses platform enabled the client to achieve multi-fold benefits such as:

- 90% of targeted sales associates used Shotclasses to learn about products
- Increased sales conversions due to improved product knowledge
- Increased engagement of sales associates through platform's gamified approach to learning and use of social forums



About the Client

The client is a leading multi-brand electronics retailer in Kuwait marketing computers, mobile phones and TVs through 300 global brands, an online store and 26 offline stores - across Kuwait and the Kingdom of Saudi Arabia.



Mindtree leverages Shotclasses app to train over 1500 engineering graduates every year



Challenge

To induct fresh engineering graduates and train them on soft skills every year



Action

The Shotclasses app was used to share timely information and learning material with students to supplement their classroom learning



Result

Mindtree was able to on-board the graduates in a more fun and effective manner

The Challenge

Mindtree was finding it difficult to engage fresh engineering graduates on soft-skills and innovation related content, after a day of technical classes. To better engage tired students, the IT major was looking for a simplified onboarding process using an easy to access mobile-based learning platform, coupled with augmented learning practices.



Results

Mindtree's Shotclasses solution helped the client deliver on-demand learning to its vast sales workforce, enabling several tangible benefits such as:

- Improved access, uptake and retention of specific product knowledge, empowering the sales representatives to boost conversion, improve productivity, and utilize their time better.
- Improved training adoption and engagement through incentives, gamified techniques, and multi-lingual content delivery.
- Significantly reduced training costs and other operational overheads such as procurement/travel costs, as the sales representatives were not required to travel to regional offices to procure training materials.

About the Client

Mindtree's Kalinga Learning Center that graduates around 1500 students every year through a residential program, preceded by a fortnight of distance learning prior to joining.

Our Solution

After conducting a deep dive assessment of the challenges faced by the Kalinga team, Mindtree implemented Shotclasses. As part of the solution, the Mindtree team:

- Deployed Shotclasses to rapidly engage fresh campus graduates right from the pre-joining stage by sharing relevant bite-sized content about the company
- Shared simple, short and crisp campus related information around onboarding processes, campus details and other pre-requisites
- Replaced routine graduate training with short videos on soft skills, technical trends and upcoming work projects.



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.