

Client Success: High-Tech Retailer

Business Challenge: For high-tech companies, product life cycles are compressed, and speeding products to market ahead of the competition means capturing critical market share and revenue. This leading communications company sells products and services through retail outlets nationwide. With frequent new product launches and changing promotional campaigns, employees need on-going training to stay current on complex technologies, feature sets and service packages. And they need sales training on how to differentiate and promote the benefits clearly to customers. While recognizing the critical role well-trained employees play in increasing sales, this company was also seeking to reduce their overall training costs.

Convergent Solution: Convergent designed and installed a satellite-based eLearning network that provides thousands of hours of video programming each year to sales associates at nearly 500 retail outlets and 30 learning labs. Convergent also built a state-of-the-art automated production studio with satellite uplink, and provides ongoing operational services such as transmission and encryption management, network maintenance and 24/7 help desk support.

Results: Retail associates who have participated in eLearning classes are much more successful selling new products and services, and products are launched faster and more effectively. Migration to eLearning from traditional classroom training has increased participation in training by nearly 30 percent and reduced costs to an average of less than \$20 per training program, per student. This company has found their eLearning network to be a powerful tool for improving associate performance and store efficiency, and demand for additional network sites and new classes continues strong.