

Mobile eLearning for Sales Dealership training



Setting the Scene

The fourth largest vehicle manufacturer in the world, Hyundai employ approximately 75,000 people worldwide. Their vision is to challenge convention, striving to make continuous improvements to enhance the drivers experience. With over 5,000 dealerships and showrooms across 193 countries, Hyundai have a significant presence in the global car market.

The Challenge

Introducing the new i20 model to their fleet at the Paris Motorshow 2010, Hyundai

faced the significant challenge of quickly and effectively training sales teams in dealerships across Europe on the features of the i20, so that they were able to effectively sell the model post launch.

Due to the nature of the business, there was need for a mobile-led solution with training deliverable on-the-job. Sales staff required easy access to a learning site which was capable of delivering bite-sized chunks of written learning content,

providing effective just-in-time learning. Responsive design was required to ensure content could be accessed on a range of mobile devices and the learning needed to be in available in multiple languages. There was a business requirement for a detailed reporting capability to allow for tracking and reporting on the impact of the training.

“Mobile-led content for Hyundai’s learner Academy is the perfect solution to meet the needs of the business.”

Wendy Edie, Managing Director of eCom



The Solution

The Hyundai Mobile Academy was developed using eNetLearn, eCom's learning management platform. eNetLearn™ is a low bandwidth application capable of delivery over mobile devices, designed to assist companies in their delivery, tracking and monitoring of learning.



The content was structured to work in a mobile learning environment allowing training to be delivered on the move. Learning was broken down into 4 interactive microlearning modules, each lasting approximately 10 minutes.

These covered:

- An Introduction to HME
- i20 USPs
- The i20 vs Competitors
- Selling the i20

Each module was designed to be visually stimulating and to be easily understood. Content for each module was supplied by Hyundai in the form of multiple choice questions, whose paths were thoroughly scoped out through detailed excel spreadsheets.

As well as i10 product information, the content covered information on the Hyundai brand and customer care philosophy. Due to the global nature of the company, content was translated and delivered in 5 different languages, English, Spanish, Italian, German and French.

Users received a message inviting them to self-register, requesting them to provide key mandatory information such as language spoken, model and make of phone, to be utilized in reporting. Once registered, users were able to access the Hyundai Mobile Academy from desktop or a range of mobile devices.

Benefits

The microlearning modules and mobile learning platform helped Hyundai to quickly train sales dealerships on an important product launch. The Hyundai Mobile Academy has been a cost effective means of training a widely dispersed workforce.

By providing the training in small manageable chunks staff were able to fit the training around other responsibilities so dealerships didn't have to release staff for training and Hyundai didn't have to pay for classroom training. The mobile access allowed for staff to complete the training at a time that was convenient to them.

Self-registration engaged the user from the start in their learning journey. The system delivered detailed reporting at the dealership level so progress could be tracked and any problems identified and dealt with in a timely manner. As a side benefit, the system increased the IT competency of the workforce, quite possibly being the first type of mlearning many had undertaken. Sales could be tracked against individuals targets, in turn allowing managers the opportunity to quickly identify over and under achievers.

If you would like to learn more about mobile learning or how specific eCom solutions can help your business please contact 01383 630032.

For additional reading on Microlearning, please see our post on Microlearning In The Workplace - <http://ecomscotland.com/news/posts/2016/march/01/microlearning-in-workplace.aspx>



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