



Case Study Telecommunications

Providing an entertaining and interactive learning environment was important to this telecommunications company. They knew that doing so would give their sales reps the edge to share new product features to customers.

Challenge

Convey new product messaging to 4,000 sales reps in 19 locations to prompt participation, teamwork, and competitiveness.

Solution

Four stations that showcased new product features and benefits created an experiential learning environment. BI WORLDWIDE also brought in characters that appeared in the company's online courses, to become live product spokespeople. The live event created a memorable impression for reps to take away with them.

Results

With the new product information adopted by their reps, the telecom company saw the close rate for the campaign improve by 18%. Outside of the campaign, the program proved its lasting impression by improving their overall close rate by 11%.

