



Relatable. Memorable. Mobile.

EE's 8000-strong retail staff work in a fluid environment. To keep up with their learning requirements, we helped them reinvigorate their learning by creating a system that was not only mobile but also easy to use, and that could be dipped in and out of when customer flow allowed. A further critical aspect was memorable content – and that's where a smile is essential.

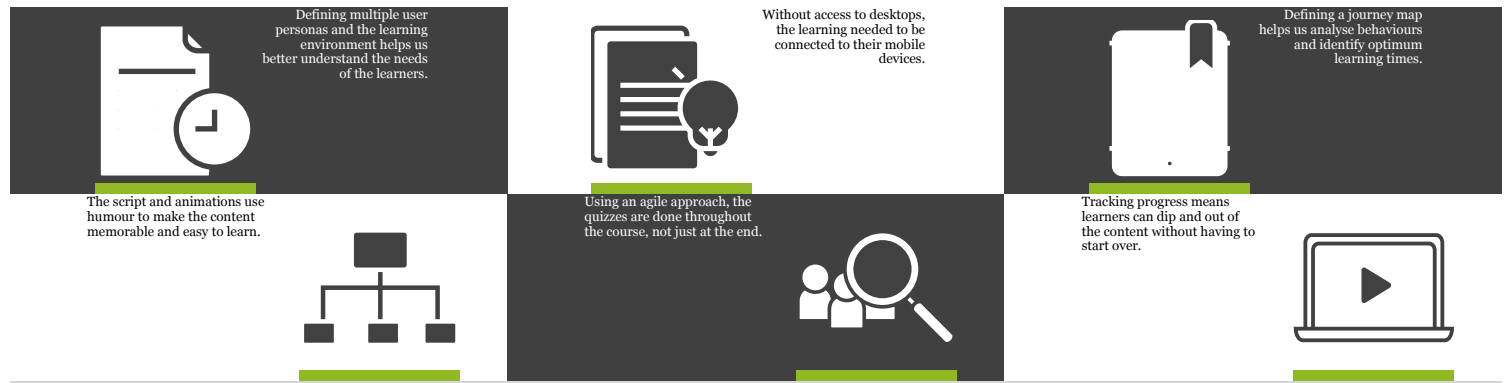


No desktops in sight

Working in a high-pressured retail environment demands mobile learning. EE's staff never stand still, so their learning had to be readily available on their mobiles and tablets.

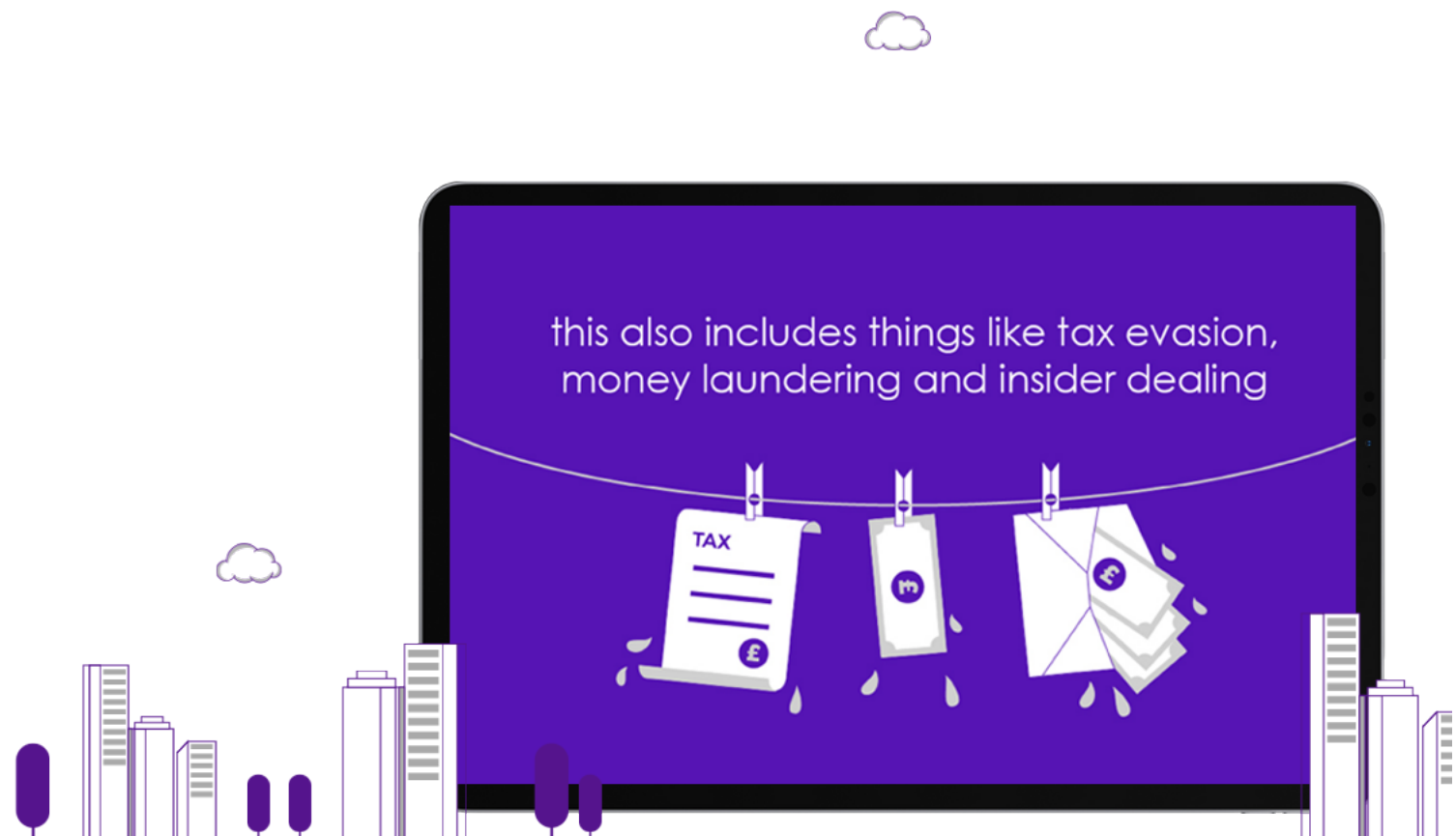
Fast, easy, and dippable

In such a fluid retail environment, the learning course had to be fast to access and easy to use. With only short bursts of time available, it also needed to be 'dippable', automatically keeping track of the learners' progress, so they didn't have to start over.



Following their journey

Effective learning can only be achieved if you understand your audience and their environment. Visiting the EE shops and observing staff behaviour, we defined a journey map to help us identify touch-points for the most appropriate times for learning.



Smile while you learn

Humour enhances learning by tapping into learning styles and helping learners think in different ways. Creating this sense of fun through the script and animations, boosts participation and increases motivation. As a result, learners focus more on the material.

When learning is fun, it's also more memorable helping ingrain the information in the minds of the 8,000 EE retail staff members.



Keeping Tabs

Considering the fluid nature of the working environment of the learners, they are unlikely to be able to access the course material and have time to complete it in one go.

By automatically tracking their progress, we have given them the ability to dip in and out of the material, as and when learning opportunities arise, without having to repeat any of the sections, saving a lot of time and frustration on the learner's behalf.



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