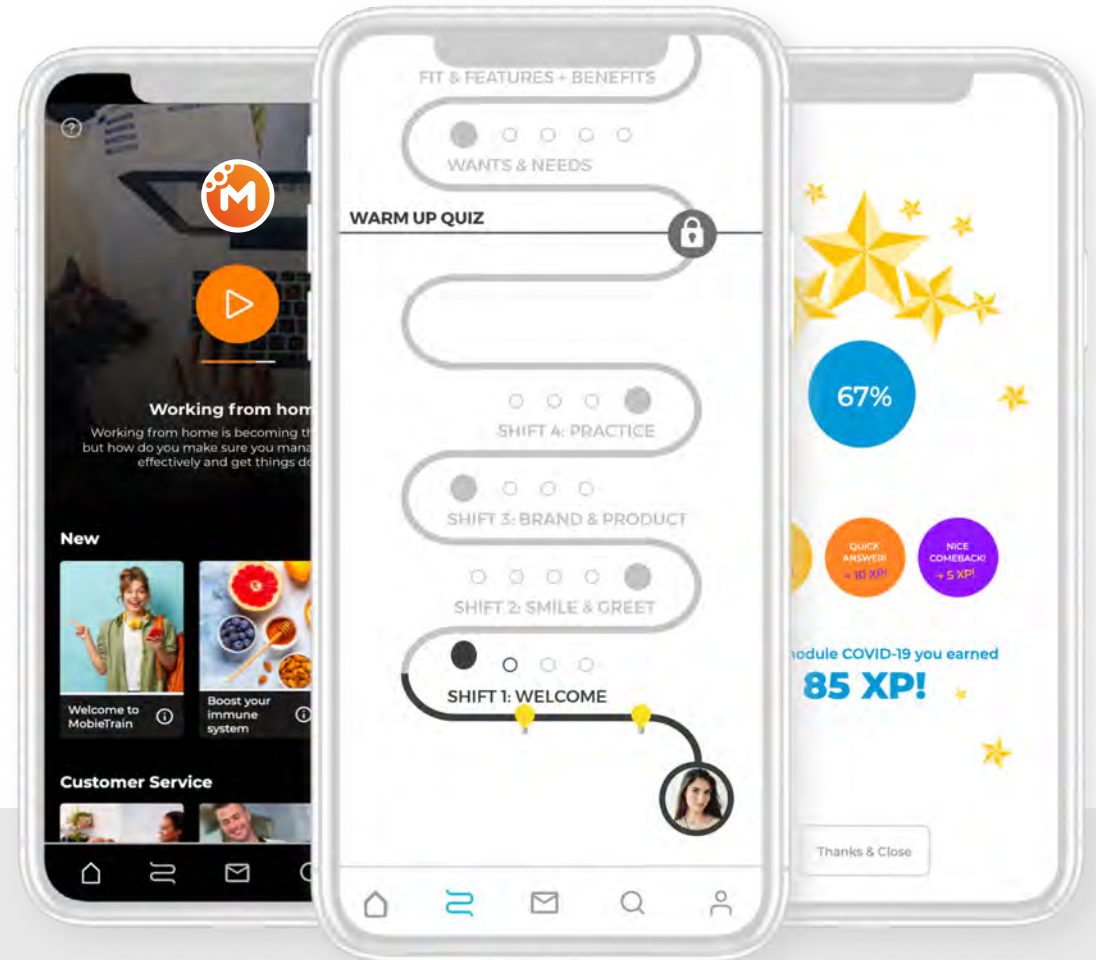




MobieTrain

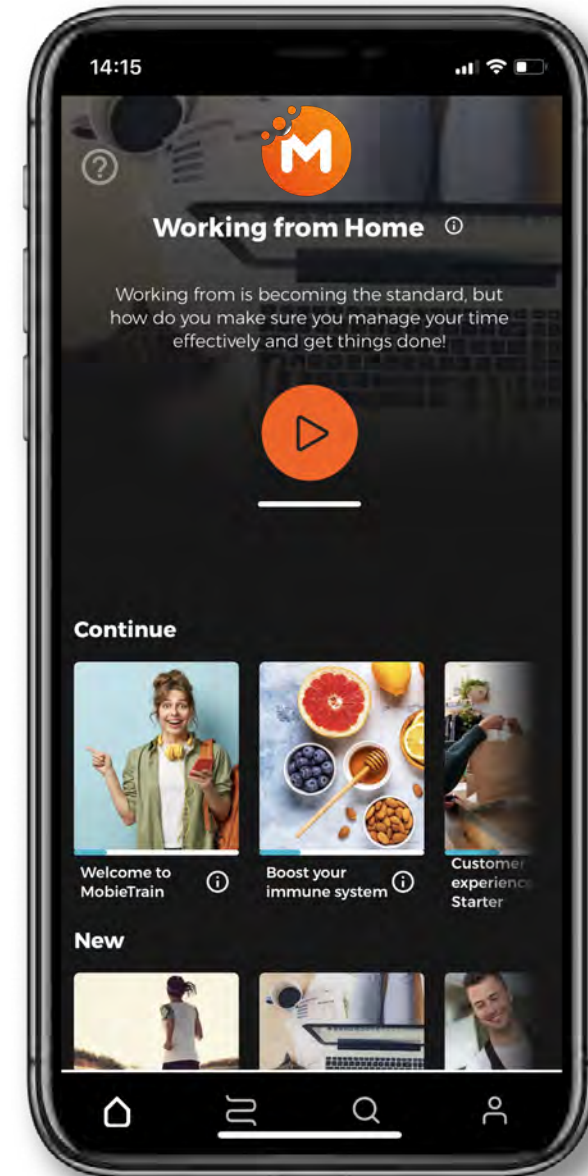
Change Behaviour. Boost Performance.

Onboarding session 3



Agenda

- How will you invite the users?
- How to announce MobieTrain to your audience.
- Pre-launch communication:
 - Trigger curiosity
 - Best practices
- Communication during and after the launch.
 - Continuous reinforcement
 - Read results
 - Best practices
- Technical info and whitelisting
 - Possible IT barriers
- AOB's



How would you like to **invite** users

Email



SMS



Anonymous user

What is the best fit for you?



**Different
ways to reach
your audience**



Before the launch you tease and **trigger** **curiosity**



- Communicate about it on your internal communication platforms (Sharepoints, Teams, intranet).
- Use a teaser video to show your employees what's coming. (see example)
- Include communication in internal newsletter.
- Connect with your communication department to get the highest reach.
- Inform Leaders and create ambassadors.
- Define possible barriers of resistance.

Connect **live** with your audience



- Explain your purpose.
- Explain WHY learning & development is important for you as a business.
- Explain why you chose a mobile microlearning solution.
- What's in it for your employees. (Really show your employee why this would benefit them.)
- Demonstrate the application.
- Set your audience up for success.

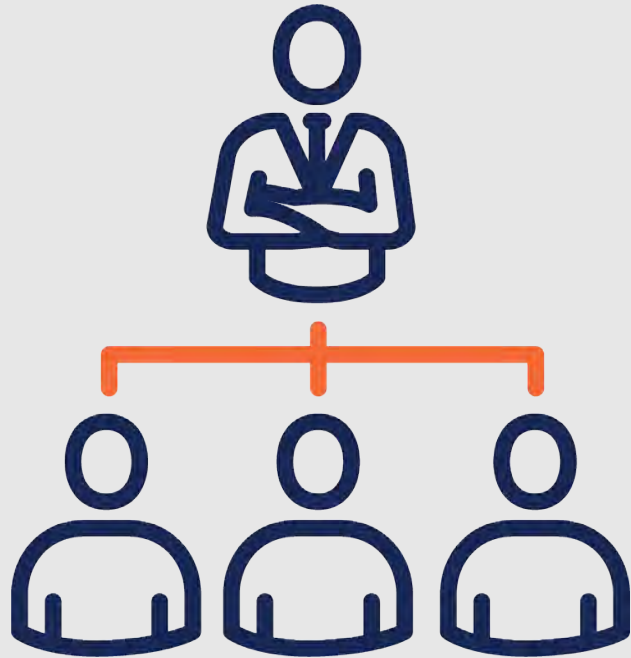
Connect Online

If a live session is not possible



- Explain your purpose.
- Explain WHY learning & development is important for you as a business.
- Explain why you chose a mobile microlearning solution.
- What's in it for your employees. (Really show your employee why this would benefit them.)
- Demonstrate the application.
- Set your audience up for success!

Create impactful ambassadors



- Involve the leaders of the business
- Use early adaptors as ambassadors
- Use a testgroup to gather feedback on the learning tracks and on the invitation process.
- Ask the ambassadors to take part of the rollout team.
- Use your ambassadors in the application. Let them explain best practices, procedures,...

Best practice

DECATHLON

Let's have a look at how our client Decathlon prepared for rollout.



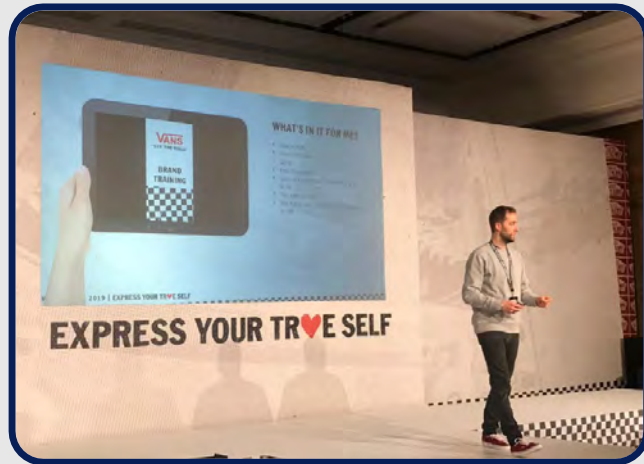
- Engaging newsletters
- Flyers with Qr-code to scan
- Fun teaser video

- The project team started by testing with the sportsleaders and making them into ambassadors.
- For the rollout they created a teaser video in combination with an engaging newsletters and flyers.
- After the rollout they would send regular updates on the use of het platform.



Best practice

Let's have a look at how our client Vans prepared for the rollout.



- **3 months before** the rollout MobieTrain was presented and teased at a leadership conference from all EMEA Store Managers followed by a Q&A.
- **1 Month before** the rollout Vans started a pilot in their Benelux market gathering feedback and creating MobieTrain ambassadors.
- **5 days before** the launch the retail OPS team sent out a countdown calendar to be posted in the stockroom of the stores.
- **1 day before** the launch the Retail director of EMEA had a skype call with ALL managers in EMEA to launch MobieTrain and explain the importance of the new way of learning.



Best practice

Let's have a look at how our client Azadea prepared for the rollout.



AZADEA ACADEMY

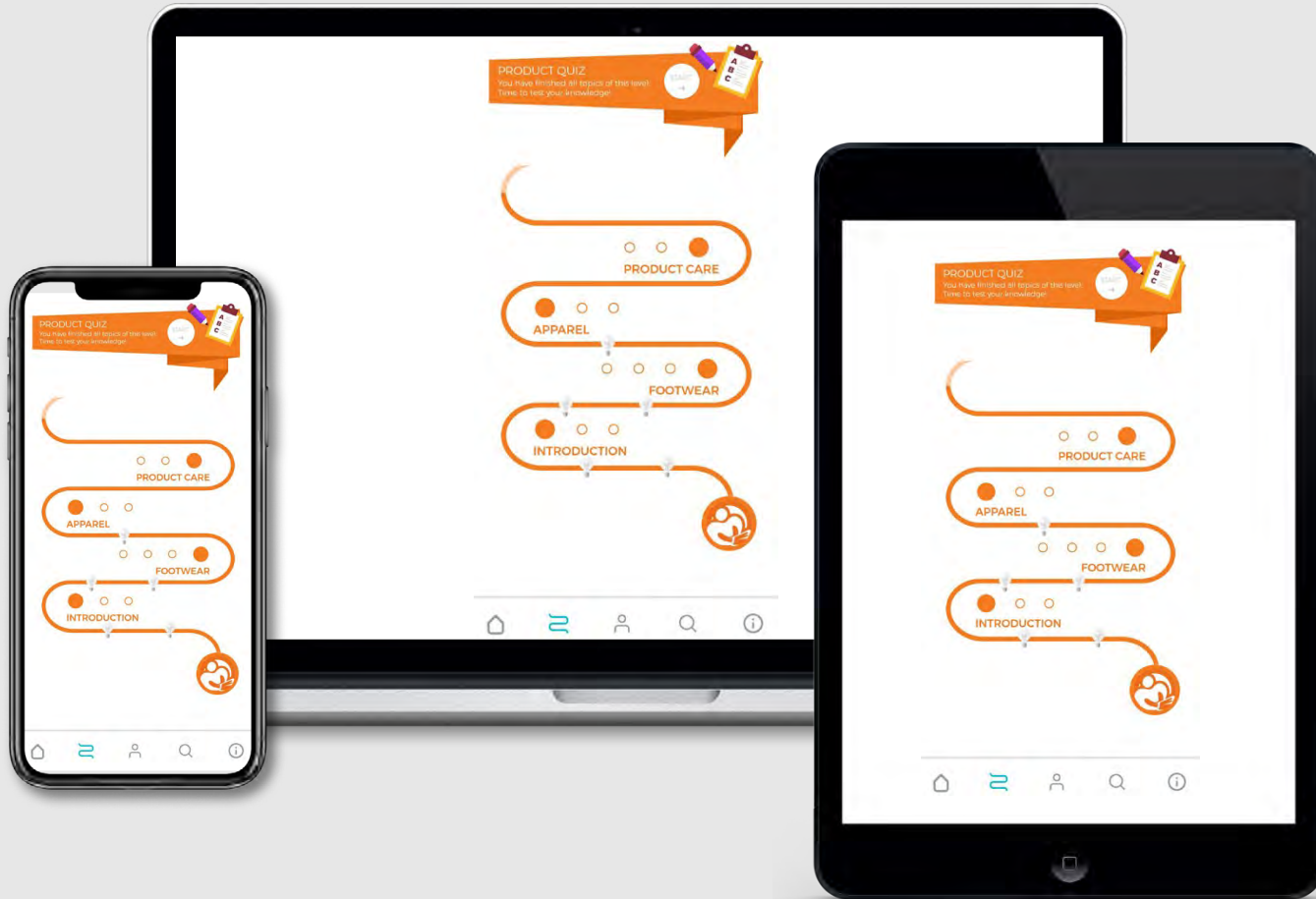


- Azadea has a dedicated L&D team and they founded the Azadea academy for continuous improvement of their workforce
- Azadea Has their own application for all their employees to manage all HR topics. MobieTrain is integrated and part of this platform for a seamless experience for the user.
- Azadea has an active newsfeed in the Azadeans app highlighting when new courses are available.

Technical information & whitelisting



Web application



MobieTrain is a webapplication with a **mobile first** approach. This means that the application will work on every device with the supported browsers.

Supported browsers:



16+



62+



62+



57+



48+



11+

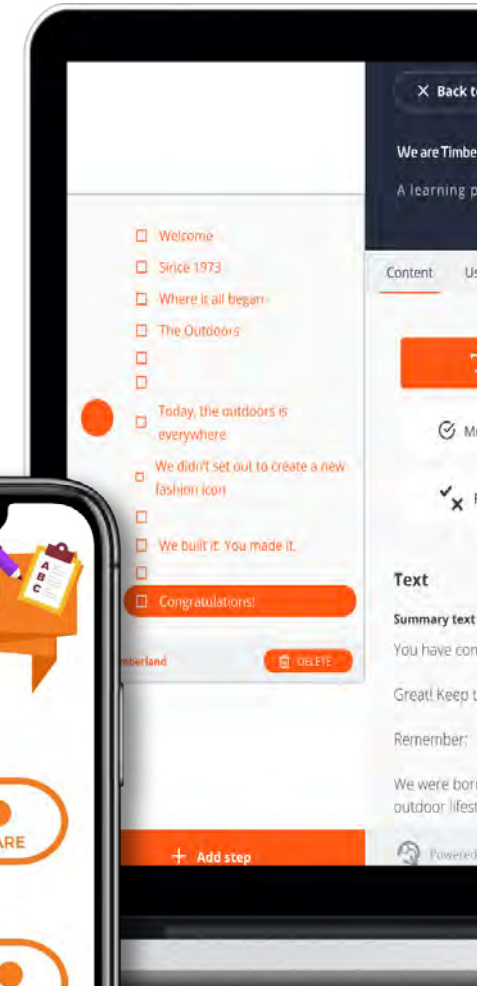


Attention: Please note that as of 17/08/2021 Microsoft will disable Internet Explorer. Therefore we do not longer support IE11 or lower. We do keep supporting Edge as main browser for Microsoft OS-systems.

Whitelisting

Please make sure following links/domains are whitelisted with your IT security team to allow the full functionality of the Mobietrain application within your organization:

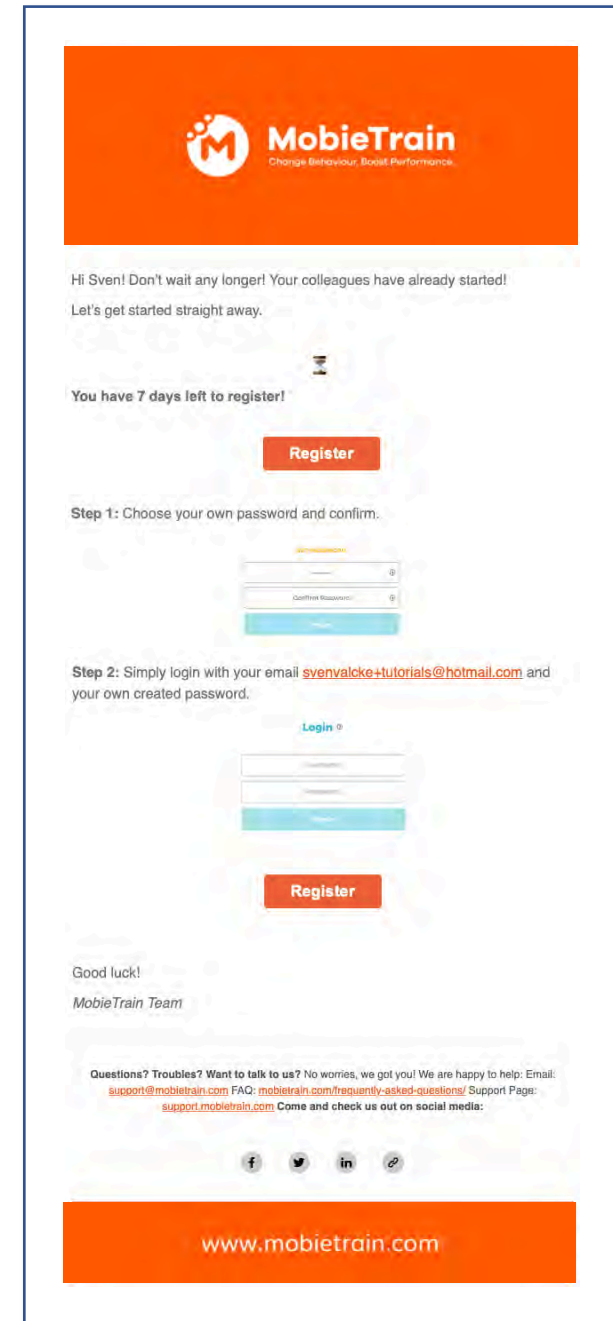
- Application: <https://app.mobietrain.com>
- Content Management System (for HQ only): <https://cms.mobietrain.com>
- Whitelisting *.mobietrain.com
- Streaming videos inside the MobieTrain application: Youtube.com
- Dashboard: <https://app.cumul.io>



Email example

Invitation email

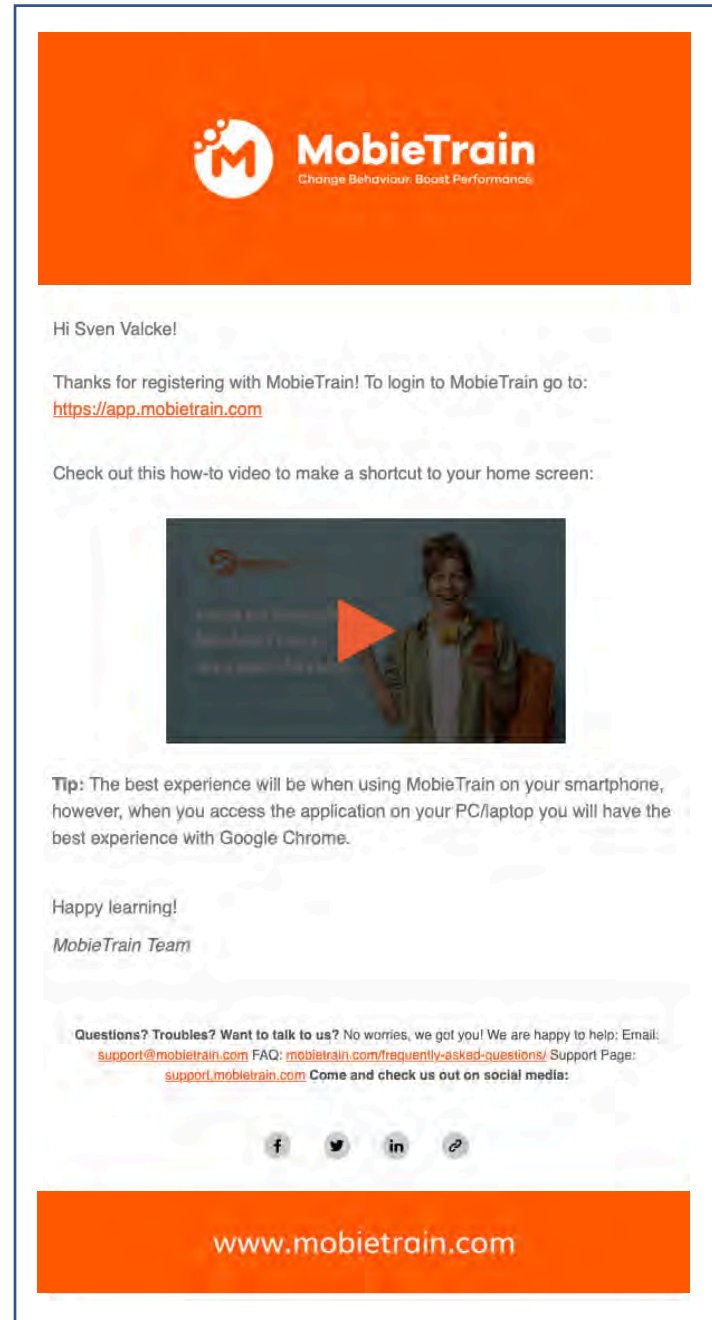
- The user will receive a registration email as you can see on the right.
- The text is embedded in the system and can currently not be customized.
- The orange header and footer can be branded to your company look and feel. You can upload this in the CMS.
- The email will explain the steps that the user has to follow in order to register for MobieTrain.



Email example

Welcome email

- After the user has registered, they will receive a welcome email.
- This will highlight once again the URL in order to access the application.
- It also includes a link to an instruction video how to save the application to your home screen of your mobile device.



The screenshot shows a welcome email from MobieTrain. At the top, there is an orange header with the MobieTrain logo and tagline "Change Behaviour. Boost Performance.". The main content is on a white background. It starts with a greeting "Hi Sven Valcke!". Below that, it says "Thanks for registering with MobieTrain! To login to MobieTrain go to:" followed by a red link "https://app.mobietrain.com". Then, it says "Check out this how-to video to make a shortcut to your home screen:" and includes a video player with a play button. Below the video, there is a tip: "Tip: The best experience will be when using MobieTrain on your smartphone, however, when you access the application on your PC/laptop you will have the best experience with Google Chrome." This is followed by "Happy learning!" and "MobieTrain Team". At the bottom, there is a section for support: "Questions? Troubles? Want to talk to us? No worries, we got you! We are happy to help: Email: support@mobietrain.com FAQ: mobietrain.com/frequently-asked-questions/ Support Page: support.mobietrain.com Come and check us out on social media:". Below this are icons for Facebook, Twitter, LinkedIn, and Email. The footer is an orange bar with the website URL "www.mobietrain.com".

MobieTrain
Change Behaviour. Boost Performance.

Hi Sven Valcke!

Thanks for registering with MobieTrain! To login to MobieTrain go to:
<https://app.mobietrain.com>

Check out this how-to video to make a shortcut to your home screen:

Tip: The best experience will be when using MobieTrain on your smartphone, however, when you access the application on your PC/laptop you will have the best experience with Google Chrome.

Happy learning!
MobieTrain Team

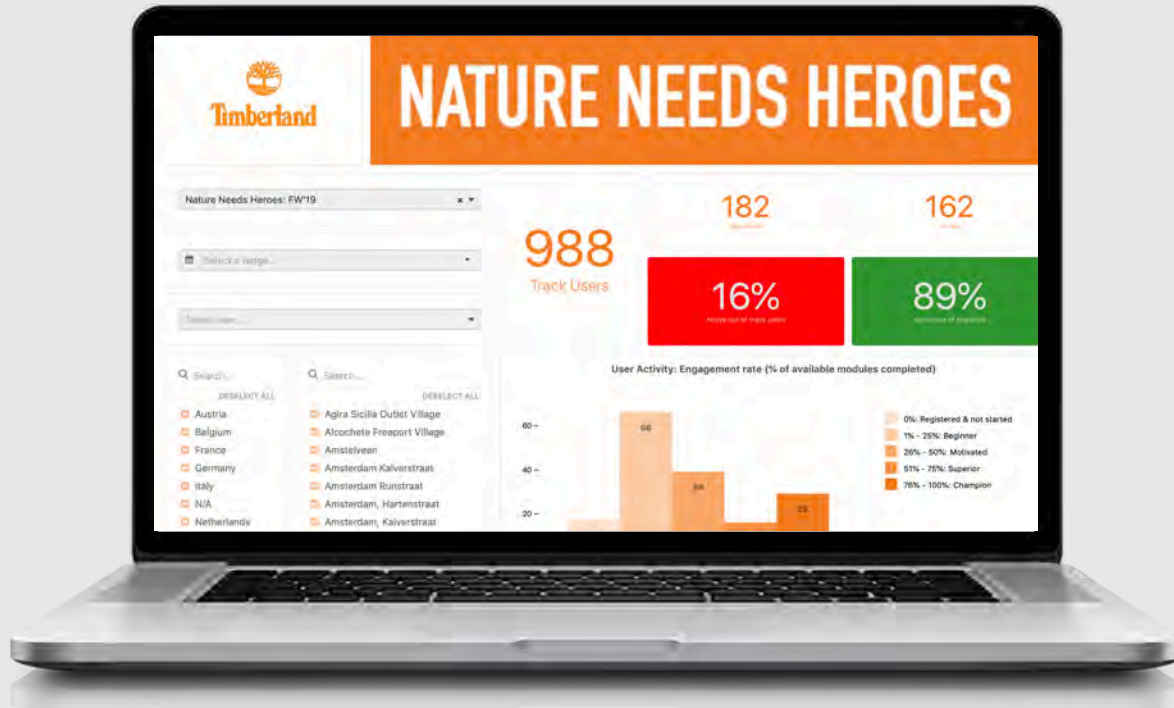
Questions? Troubles? Want to talk to us? No worries, we got you! We are happy to help: Email: support@mobietrain.com FAQ: mobietrain.com/frequently-asked-questions/ Support Page: support.mobietrain.com Come and check us out on social media:

[f](#) [t](#) [in](#) [e](#)

www.mobietrain.com

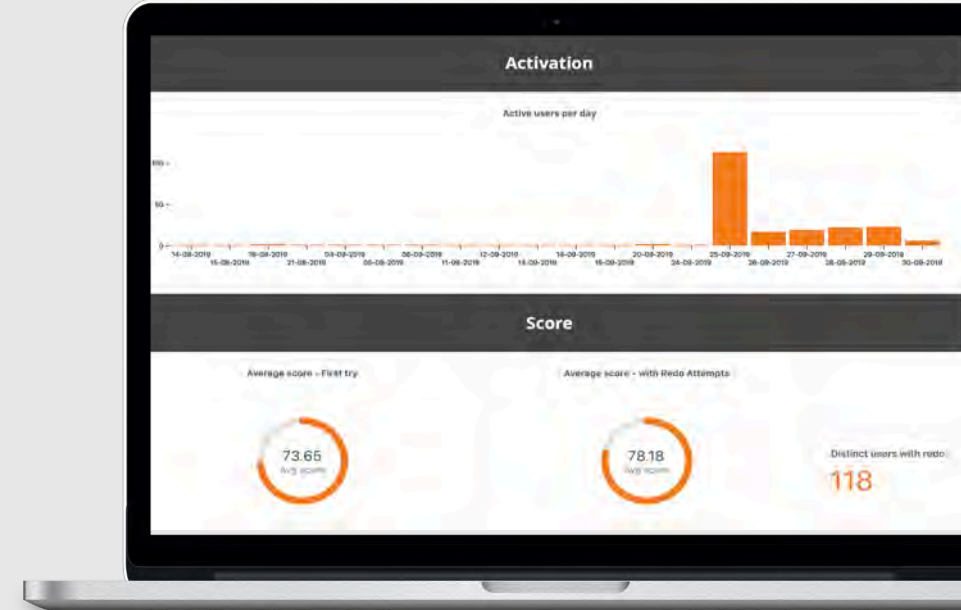
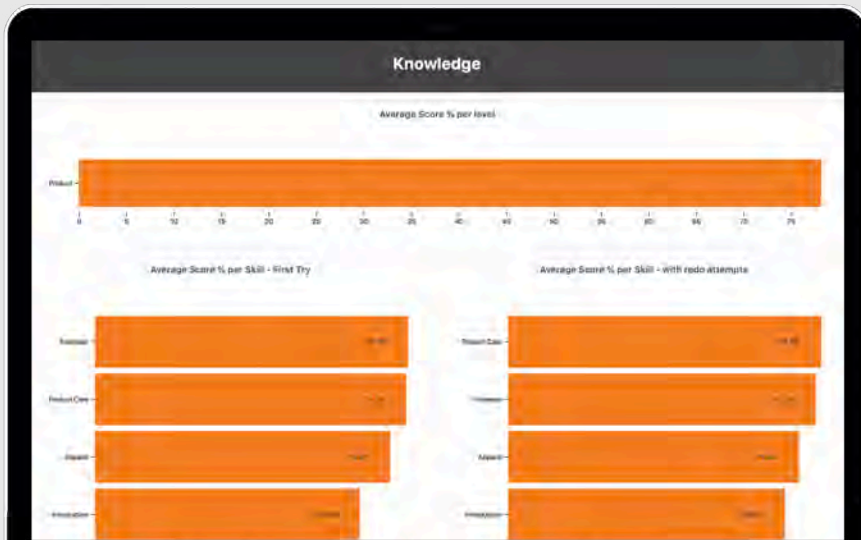
**Keeping the
tool alive**





Dashboard

- Find knowledge gaps
- Data per user
- More effective coaching



Best practice

Let's have a look at how our client Vans is doing to get MobieTrain part of the culture.



MobieTrain
Change Behaviour, Boost Performance

Check your newsfeed on a regular basis

Hi Vans Fam,

It's getting a little colder out there...and it's getting darker too...and yes, we are starting to feel the Christmas vibes...but most of all, we can finally say that this sh*t year is almost over!

Amen to that, brothers and sisters, amen!

I think (pretty damn sure to be honest) that we can all agree that it has been tough, my oh my, but you all have proved that - by standing together - nothing can crush the true Vans spirit! Even now, you have all worked so hard to make the best of a complicated situation and we are proud of each and every single one of you! That's why we want to thank you, from the bottom of our hearts and wish you all a jolly Christmas and a very happy New Year.

Repeat after us: Byebyebye bye 2020!

Have a look at these stunning figures champs, you did this, you!

15 Learning paths
In total in your MobieTrain library. We will keep on building in 2021!

67141 completed learning moments!

1063
Vans family member in EMEA using MobieTrain!

Knowing that 1 learning moment is between 4 to 7 minutes I dare you to do the math! the amount of time you have spent on developing yourself is Vanstastic!

Message from our MobieTrainer

To make sure that we all go out with **BANG** we have created one more track for you:

MTE 2020

Vans' MTE is back and better than ever and, in this track, you're going to find out why! The MTE products are designed to take advantage of 20+ years of Vans snowboard boot history. No matter what kind of weather it is, MTE will brave the elements!

Apart from studying the main features, we will discuss the following beauties:

- K8-HI MTE 2.0 DX
- UltraRange EXO Hi MTE
- Drill Chore Coat MTE

Benny Urban:

"With this new style, the problem is solved. You've got a regular looking skate shoe that you can go out to the bar in, you can go to the grocery store but it still looks like you're wearing a cool skate shoe. And you're staying dry all the time."

Now go ahead and complete this track, champs! Show us what you're made off!

MobieTrain
Change Behaviour, Boost Performance

Yeaaaaah you saw it right, we got a new logo there! Looking goooooood, right?

- **MVP: Monday Value planning.** Consiously, they plan training time in for the employees. *"Failing to plan, is planning to fail"*
- **Weekly meetings:** We support Vans by delivering extra reporting on a weekly basis. These results are part of the agenda to discuss every week. *"What gets measured, gets done"*
- **MobieTrain competition:** Vans runs competitions on a regular basis, based on different KPIs. Also, MobieTrain has been a competition based on the Engagement of the employees on district and store level.
- **Vans Magazine:** Every month Vans sends out a digital magazin to the stores with all sorts of information. MobieTrain is part of that : to share newness and results.

Best practice

Let's have a look at how our client Azadea is doing to get MobieTrain part of the culture.



Did You Know?

Do you know what is the **Fast-Track Azadea Experience?**

The **NEW** Fast Track covers the major points of the Azadea Experience in **JUST ONE LEVEL!**

Learners will get the important information which cover

- **Greeting & Approaching Customers**
- **Shop Floor**
- **Fitting Rooms**
- **Cash Desk**

The track is ideal to grant our Azadeans the right tools to face the retail rush, allowing learners to get the most out of learning in the least amount of time.

FASHION Track

WHAT?

The **FASHION** track covers:

- Level 1: Materials**
Including: Product Knowledge, Sources of Textile, Prints and Denim
- Level 2: Wardrobe Essentials**
Including: Fashion History, Must Haves Apparel and Accessories
- Level 3: Personal Styling**
Including: Body Types, Color Types and Styling Scenarios

WHO?

All the learners who have access to CX Crush will be able to complete the **FASHION** track.

Because it's self-paced digital learning, it ensures a very wide reach of our Azadeans.

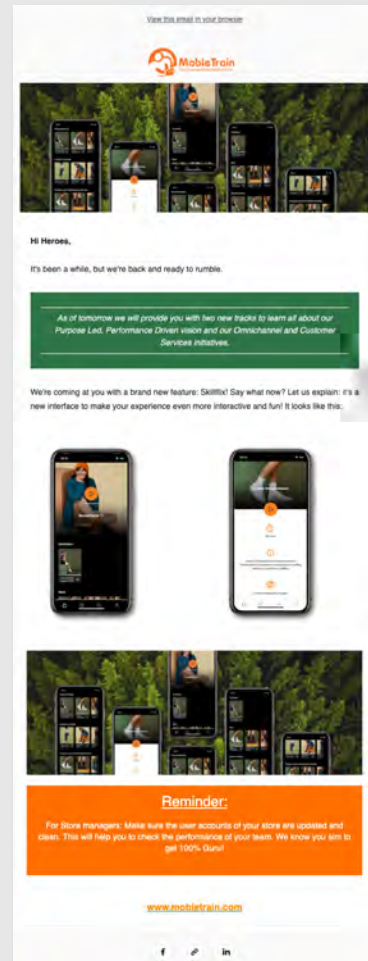
HOW?

The learners should access the CX Crush Platform and start their **FASHION** track (3 levels only!)

- **Communication:** On a regular basis they send out communication to the stores to hang out at the BOH (back of house) on new trainings that will come up
- **Newsfeed:** MobieTrain is highlighted in their own Azadeans app. Regular messages on completion rates, new trainings and employees with the best completion/score are highlighted.
- **Japanese meetings:** Why play again if you can play together. In order to get everybody on board MobieTrain was a part of their 'start of the day' meetings, this to ensure that everybody is logging in and start playing. After a while part of weekly and monthly store meetings to keep the tool alive.

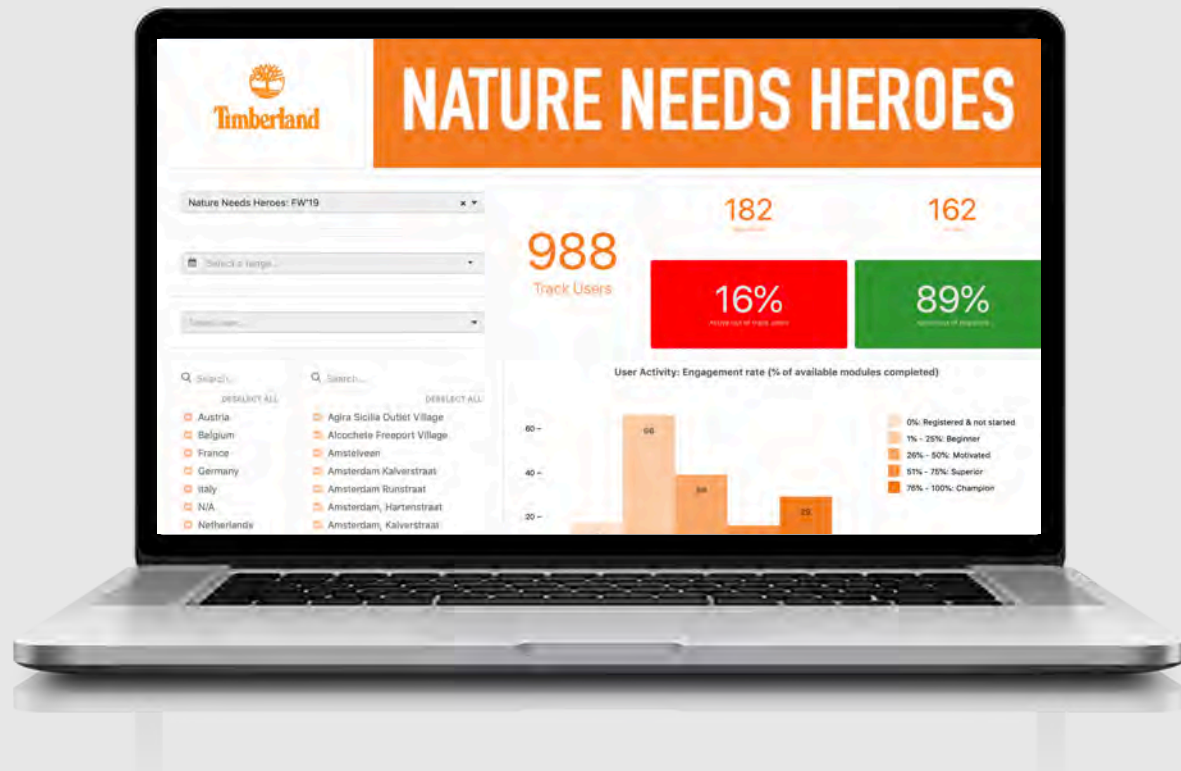
Best practice

Let's have a look at how our client Timberland is doing to get MobieTrain part of the culture.



- **Frequency:** One thing that Timberland is getting spot-on is that they want continuous newness. Can be in a newsfeed or in crash course. Everytime the user logs in they will find something new.
- **Newsletters:** With every launch Timberland send out a newsletter to announce a new training in form of a newsletter. This combined with reminders or results from previous tracks.
- **Follow up reporting:** Data is being used on a weekly basis to see where they are going. They focus with regional managers on creating actions plans for their region to drive the engagement.

How to find opportunities & what to do



- Focus on different groups (can be a position, can be a country)
- Make sure that the necessary people have access to the dashboard.
- Discuss results on a weekly basis (the tool needs to become part of a culture)
- Define follow up (for example on area manager level/store level etc) within the organisation)Who owns the results?

This is MobieTrain

