MobieTrain
Change Behaviour. Boost Performance.

Engage learners by using incentives

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Today's agenda

- ✓ Why use incentives
- ✓ Important things to consider
- ✓ Incentive examples
- ✓ The case of Azadea

A shift in how we see 'training'

- From a measure to **protect** companies from employee's mistakes, to an **investment** in their potential

- Creating a learning culture became more and more important!

- **Benefit** for the employee AND the company:
  - reinforces key business goals
  - improves performance
  - improves customer service
  - increases sales

When and why use incentives for training?

WHEN?

- A course interesting for the employees

   AND

- A course interesting for the company

WHY?

- Increase on-the-job performance

- Spotlight an important training

- Extra encouragement for employee

Important considerations

- What do you want to **achieve** with this incentive?

- Rewards need to be **relevant** for the target audience

- Keep it **quick** and **simple**

- Make it **achievable**

- Expected **effort** in line with the reward

- **Creativitiy** is more important than cost!

- **Change up** the rewards and system frequently

- Make it a **POSITIVE** experience

Short term incentives
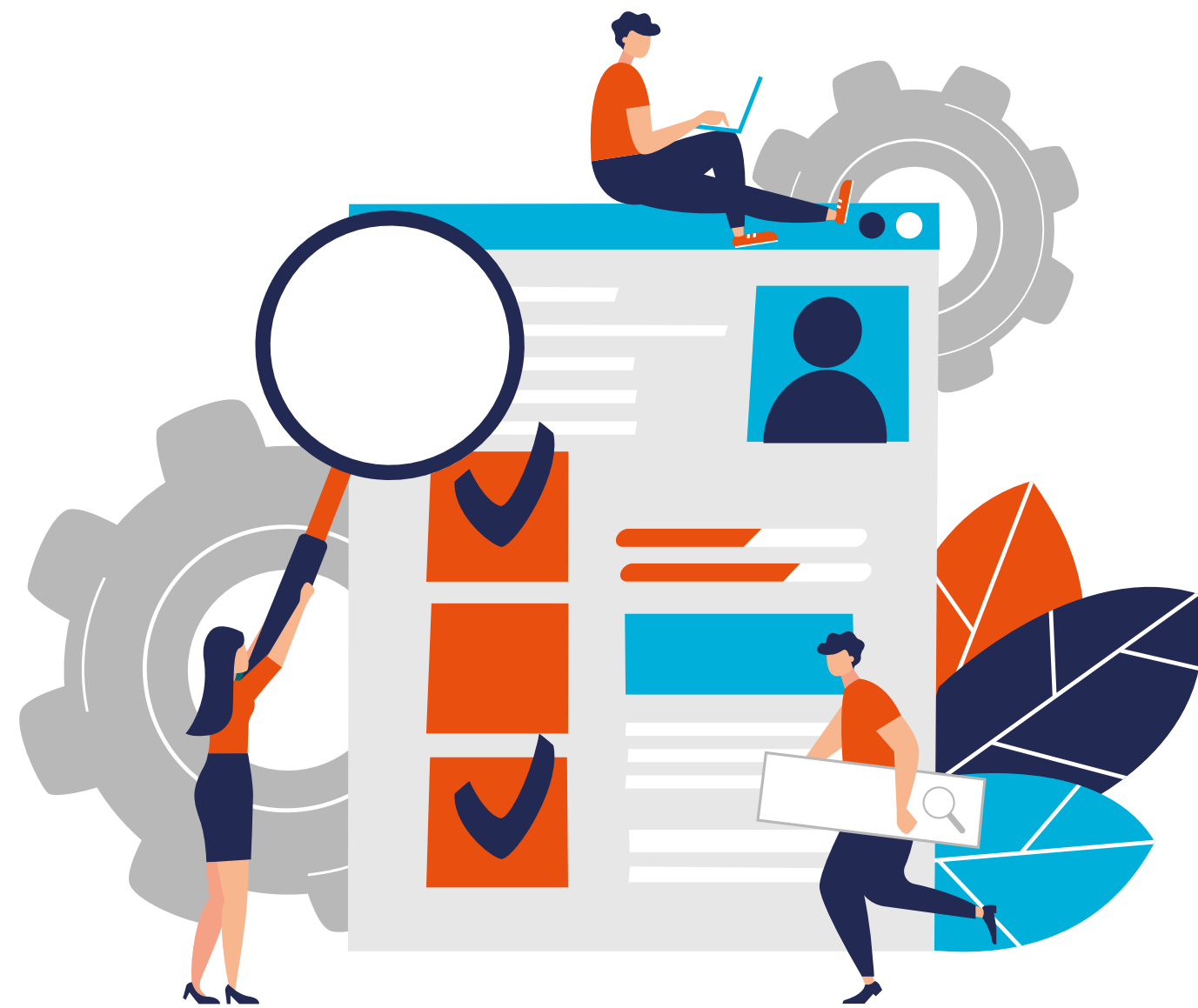
1) **Recognition**

- Leaderboard
- Badges / pins / stickers
- Website / newsletter feature
- Personal recognition note from CEO

2) **Custom made creativity**

- Personalised emoji
- Personalised work of art / picture collage / company certificate / ...

3) **VIP experience at work**

- Designated car space for 1 month
- Skipping the line in the cafeteria

Short term incentives

4) Branded goods

- Already in stock?
- Are they cool / relevant enough?

5) Gift Cards / Subscriptions

- Superior to cash, because more memorable (reminder of the achievement, not a compensation for a performance)
- Guilt-free spending on enjoyable items instead of groceries / bills / …

6) Memberships

- Admission into a professional organisation / networking group
- Museum / gym / Sport- and Culture Cheques / …

Short term incentives

7) Charity

- Donation to / day of volunteering at charity of employee's choice

8) Team gifts

- Plants in the office
- Designated 'fun'-budget to accumulate for extra teambuilding / lunch / ...
- Work a day from somewhere else with a nice view or that links to a great experience
  - e.g. from a rockclimbing gym / a cabin in the woods / a historical building with wifi and tables

Long(er) term incentives

1) **Be part of a raffle / drawing**

- If you do XX, you will be made part of the raffle
- Reward can be nicer / more expensive
- Or could be the chance to attend a conference / workshop on the training subject, to represent the company there

2) **Industry certification**

- Adds credentials to your resume / LinkedIn profile / …
- Recognizable, attainable goal
- Improves learning, because you have to pass an exam!

Long(er) term incentives

3) Gamified Points Program

- Redeem points immediately or save them for a bigger reward (travel / electronics / ...)
- Flexibility in choosing empowers and boosts morale!

4) Paid Time Off

- Understand need for work-life balance
- Surveys show that workers are willing to sacrifice stock options / high salary for more time off!
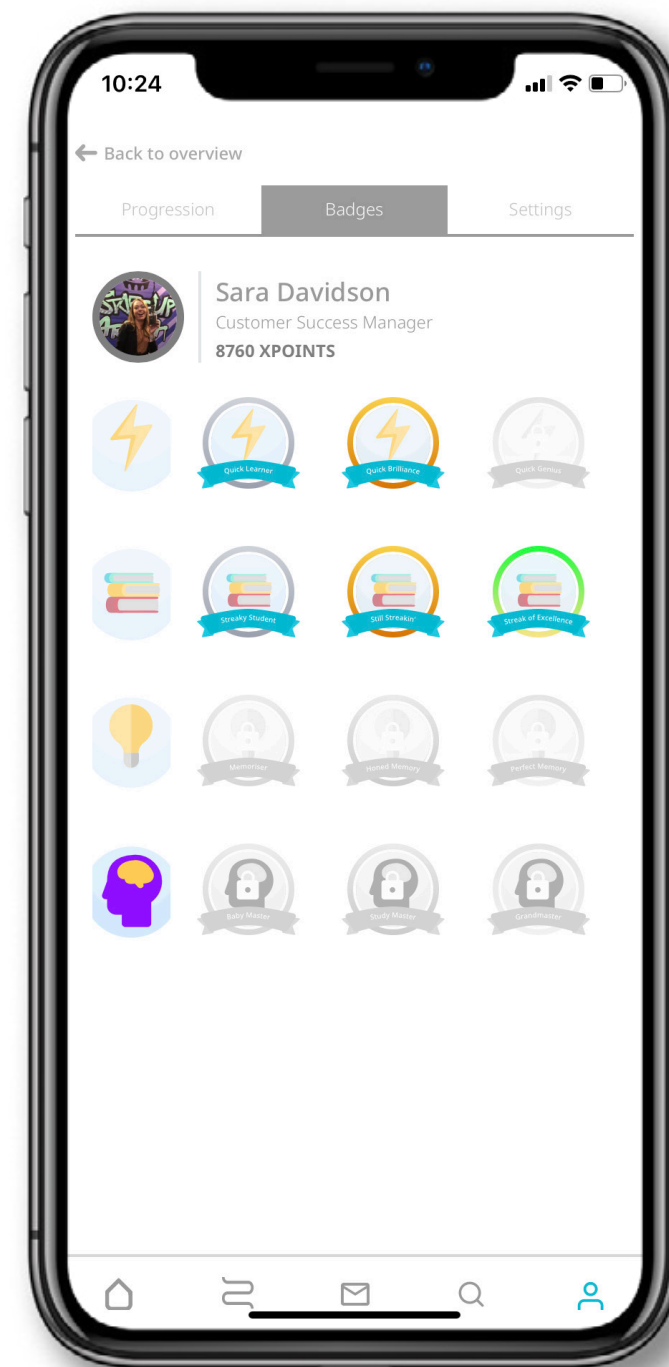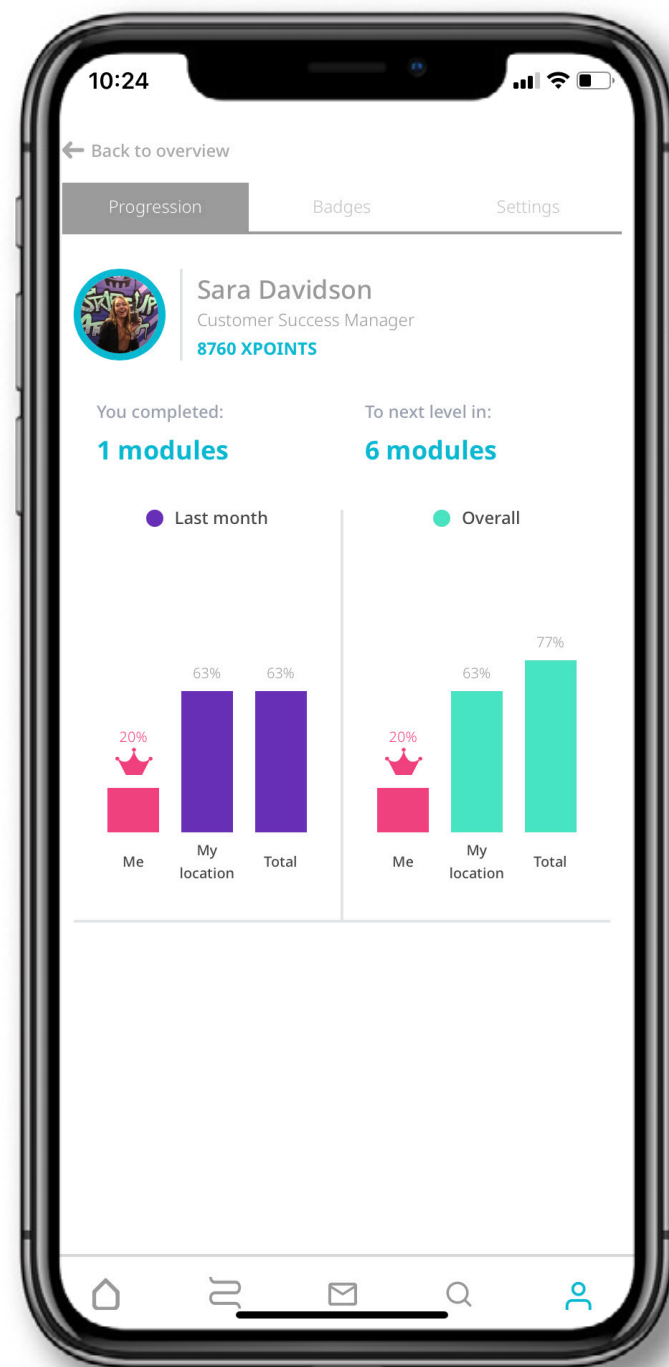
Long(er) term incentives

5) **Plus points for evaluation / promotion**

- Recognize time people spend on training
- Frame it as a reward, not as a possible source of punishment!

6) **External trainings: provide reimbursement (not pre-payment)**

- Motivating because employees have to commit financially
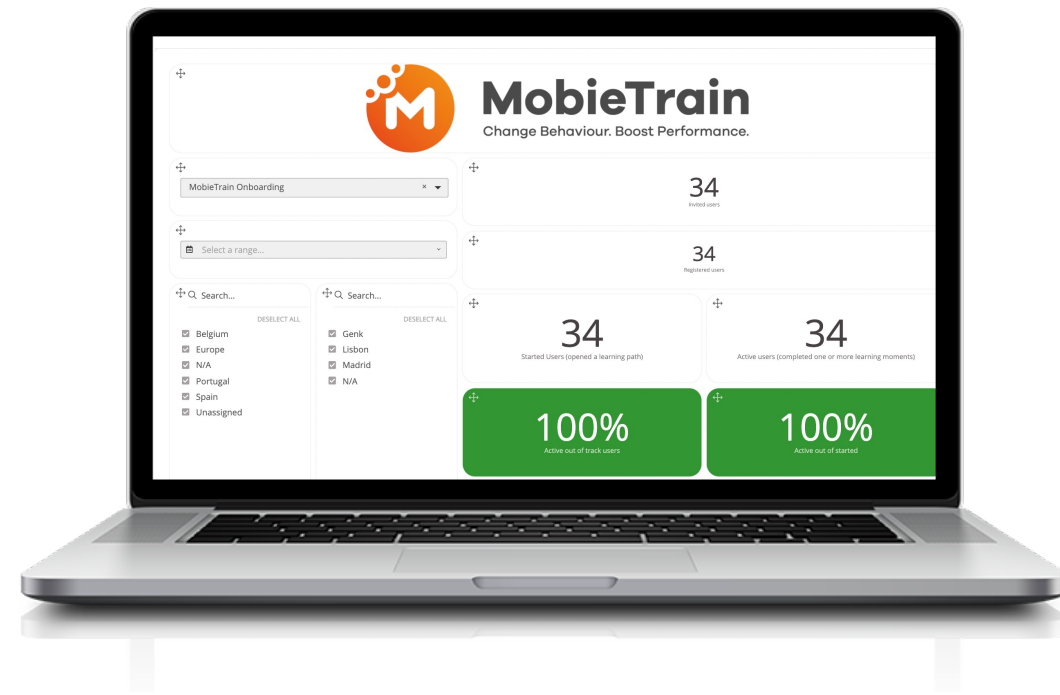
MobieTrain features to use

1) XP Points

- Fast answers
- Streaks of correct answers
- More points the more you advance in the learning path (motivation to complete longer paths)
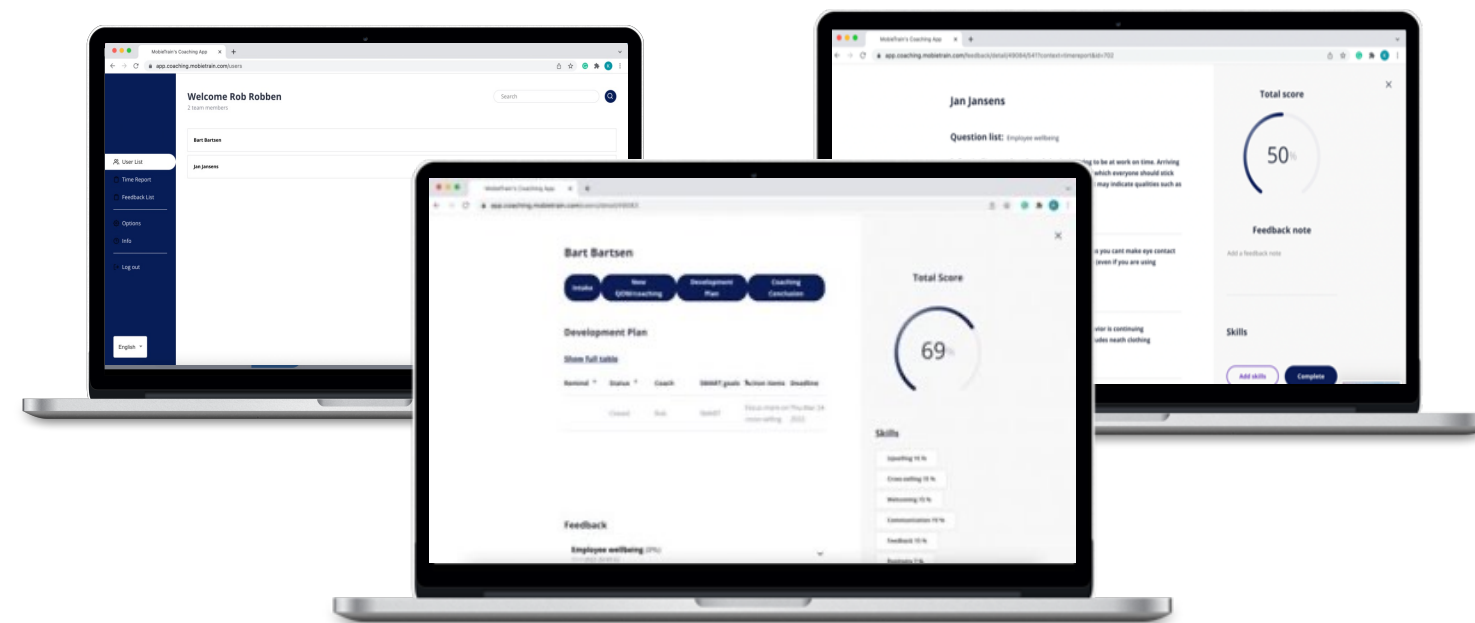
2) Badges

- Explain how they work
- Collect print screens of the badges people gathered (friendly competition)

MobieTrain features to use

3) Dashboard

- ⬤ See top scores
- ⬤ See XP Points
- ⬤ Track engagement & completion rates

4) Coaching Tool

- ⬤ Did employees incorporate the knowledge in their day-to-day job?
- ⬤ Which learning tracks should they play again / get access to for further improvement?
- ⬤ What is their attitude?

Let's summarize

✅ **Use incentives on the right trainings that are interesting for the employees AND for the company**

✅ **Use creativity to put up regularly changing incentives that your employees WANT and CAN ACHIEVE**

✅ **Incentives come in all price categories, even for FREE!**

✅ **Create a mix of short term and long term incentives, and COMMUNICATE them clearly**

✅ **Use MobieTrain features**
- **XP Points**
- **Badges**
- **Dashboard**
- **Coaching Tool**

Joyce Akiki
Group Talent Development Manager @ Azadea
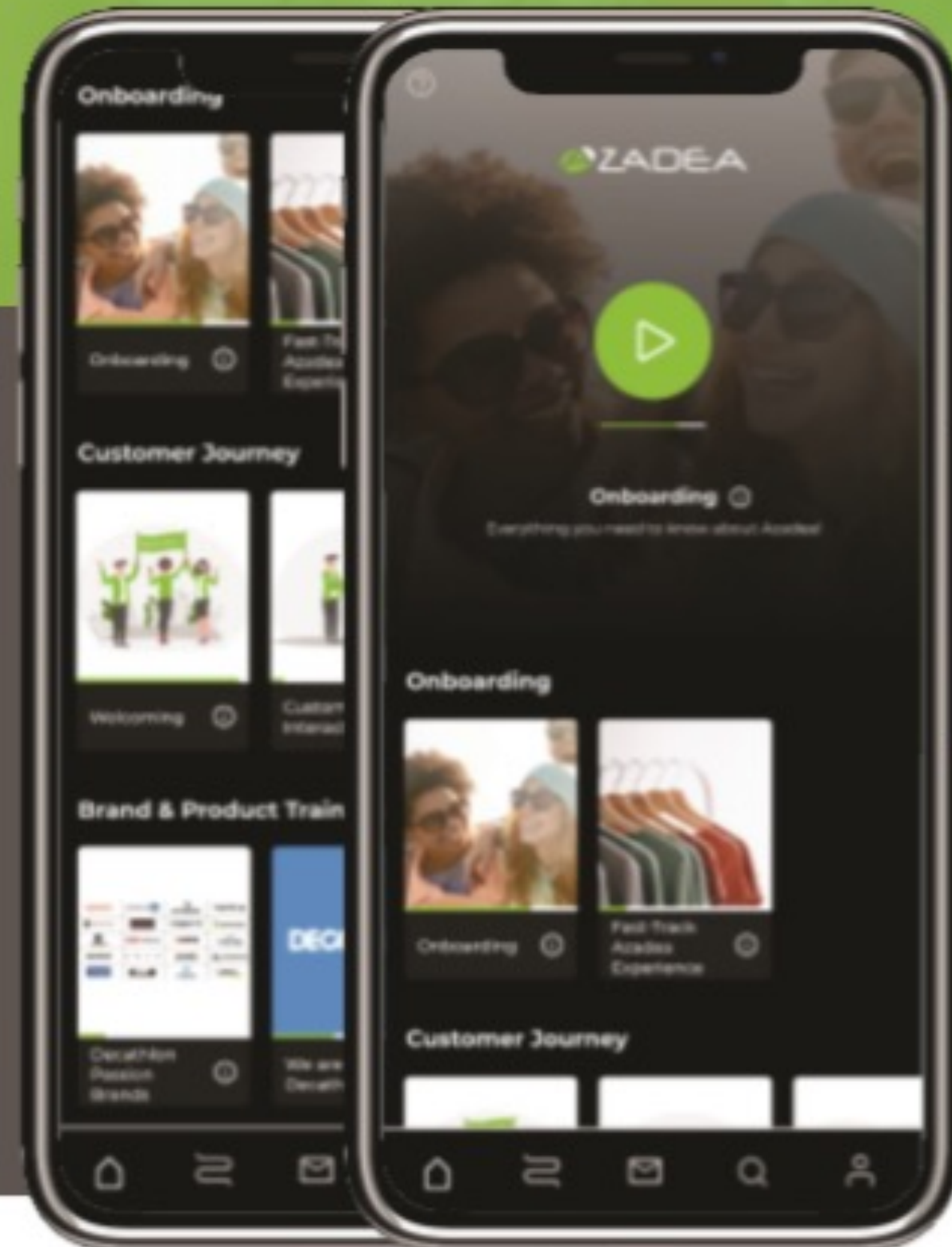

The case for Azadea:

- Creativity

- Consistency

- Communication

- KPI

Skillflix Launch

Dear Azadeans,

We have great news!

To elevate our current tracks, we are bringing the unique experience of 'Netflix' to our very own digital learning platform.
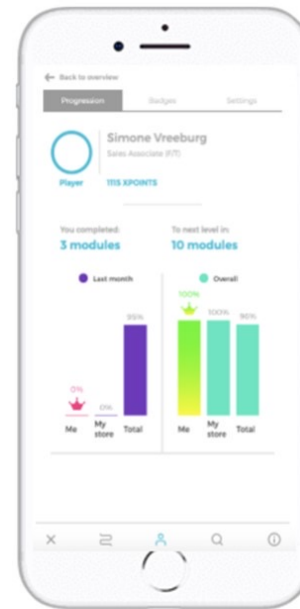
ZADEA

Did you know that you have your own profile page in the app?

Within the hamburg menu (bottom left icon) you will see a profile Icon that leads you to your own profile page where you can track your progress and score. You also have a badge tab where you can see all the badges you have already earned throughout your journey.

Did You Know?

Profile Page

Did you know that you can upload your own picture in your learning path?

Yes indeed! You can upload your own picture or image in your profile page. Click on the hamburger menu and go to your profile page, click on the "settings" tab and upload a new image in the circle next to your name. Once it's uploaded, you will see it as well in the large dot at the start of your learning path!
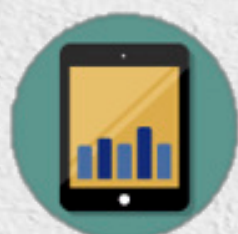
Profile Picture
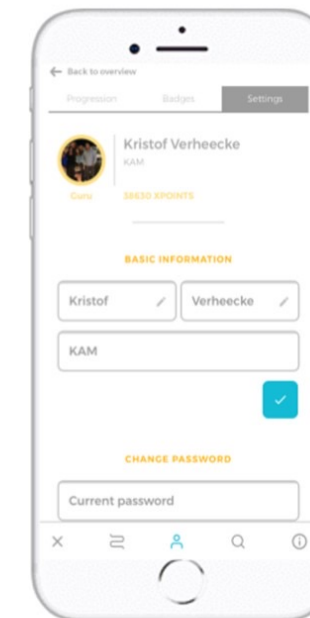
Fast-Track Azadea Experience

As part of our new **learning offerings**, we are proud to announce the **Fast-Track Azadea Experience**, a new track that was added today our CX Crush platform.

WHAT IS THE **FAST-TRACK AZADEA EXPERIENCE**?

When accessing CX Crush, our learners will see two tracks appear, the *already-known* Azadea Experience track and the **NEW** 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**, **fittings rooms** and **cash desk**.

WHY IS THE TRACK **IMPORTANT**?

Learning today is going towards microlearning, which is what CX Crush exactly is. Today's trends are leaning to **short**, **quick** and **effective** levels where learners can get the most out of learning in the least amount of time.
Getting ready for the upcoming holidays and busy season, this track is ideal to grant our Azadeans the right tools to face the retail rush.
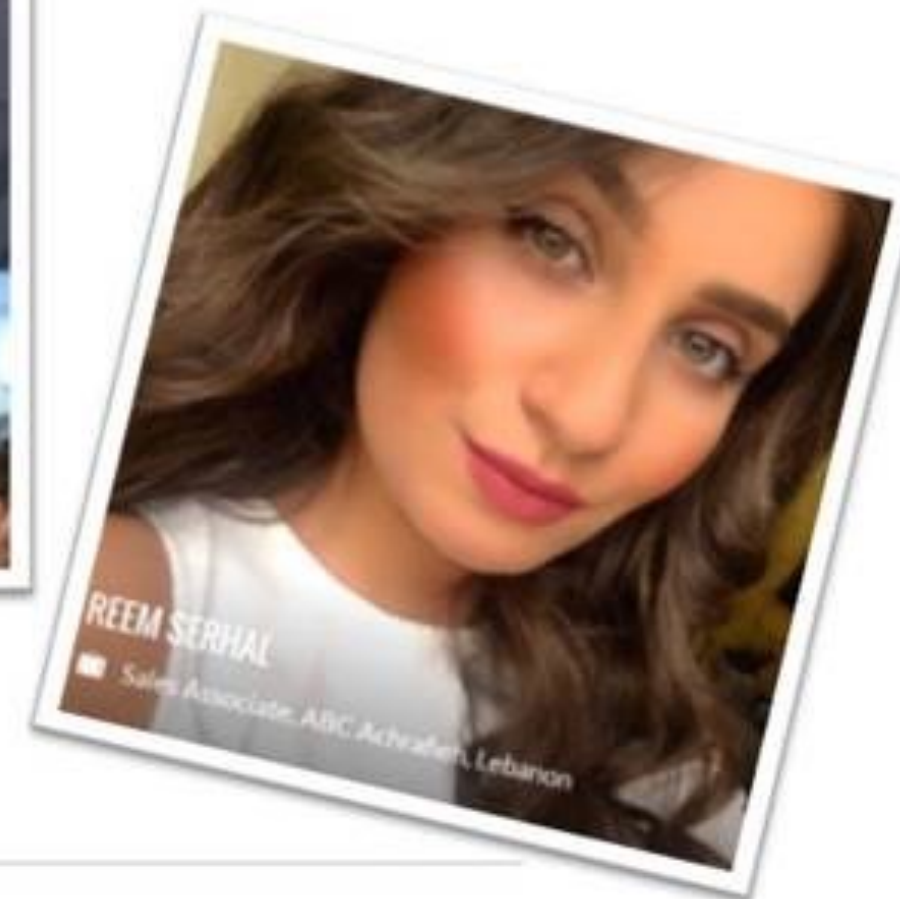
WHEN WILL THE TRACK **LAUNCH**?
TODAY...Thursday, December 19, Log in NOW and play!

LET'S GO!

CX CRUSH

							CC1: Welcome	CC2: Customer Experience	CC3: Present Merch	CC4: Sales Techniques	CC5: Close The Sales	CC6: Make It an Experience	CC7: KPIs	CC8: Dealing with Customers
Garine	Onboarding	Health & Safety	Brand Track OSYHO My Welcome	Fast Track Azardea Experience	Fashion Track	The New Normal	CC1: Welcome	CC2: Customer Experience	CC3: Present Merch	CC4: Sales Techniques	CC5: Close The Sales	CC6: Make It an Experience	CC7: KPIs	CC8: Dealing with Customers
Chanelle	Onboarding	Health & Safety	Brand Track OSYHO My Welcome	Fast Track Azardea Experience	Fashion Track	The New Normal	CC1: Welcome	CC2: Customer Experience	CC3: Present Merch	CC4: Sales Techniques	CC5: Close The Sales	CC6: Make It an Experience	CC7: KPIs	CC8: Dealing with Customers
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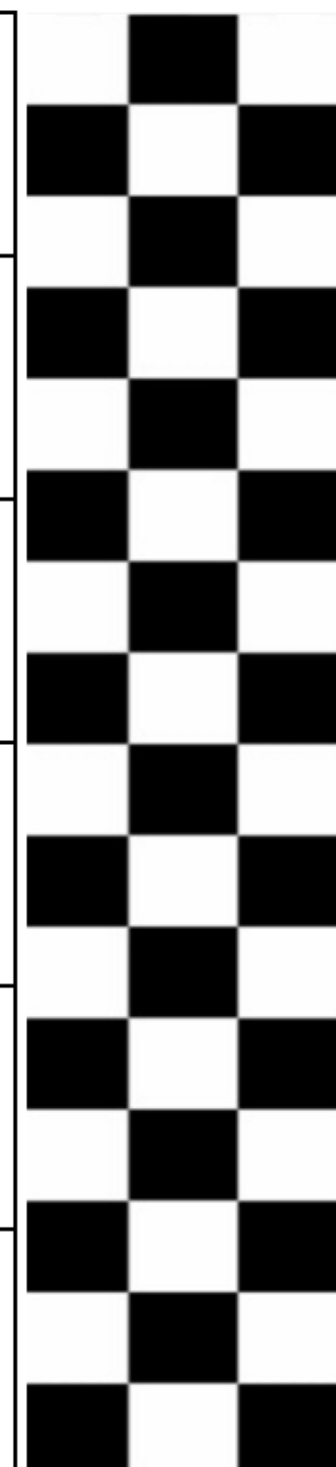
CX CRUSH CHAMPION

Name of the employee

Name of the Shop

Name of the HR

HR Manager

Name of the TD Specialist/ HR Generalist

Talent Development Team

Awarded in April 2019

AZADEA

Congratulating top TD achievers

Highest November training hours/store

Eataly Dubai Mall

Eataly Dubai Festival City

Oysho Mirdif City Centre

Complete your R.O.A.D. learning objectives!

Access CX Crush via the Azadeans app as well as the Leadership Program and E-Learning portal. For comments & suggestions, contact Talent Development

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Additional readings:

🐷 The Science of Why New Year's Resolutions Don't Work [READ]

📱 Steps to Download AZADEANS App for iPhone Users [READ]

🎄 Christmas at Expo 2020 Dubai [READ]

💉 Are You Eligible for a COVID-19 Vaccine Exemption? [FIND OUT]

AZADEA ACADEMY

CX Crush User Engagement Report - June 10

N.B.
- Under "Registered users", are both the "Active users" and "Registered and Not Started".
- Under "Active users", are both the "Engaged Users" and the not engaged ones.
- Our first KPI for CX Crush is the % of Active from Registered, it is set to **80%.**
- The next steps are to move from "registred and not started" to "active" and "active" to "engaged".

TOTAL		
Registered users	3531
Active users	2484
Registered and Not Started	1047
Engaged Users	1300
% of Active from Registered	70%
% Engaged from Active	52%

KSA		
Registered users	69
Active users	55
Registered and Not Started	14
Engaged Users	32
% of Active from Registered	80%
% Engaged from Active	58%

Algeria		
Registered users	115
Active users	58
Registered and Not Started	57
Engaged Users	26
% of Active from Registered	50%
% Engaged from Active	45%

Kuwait		
Registered users	325
Active users	214
Registered and Not Started	111
Engaged Users	122
% of Active from Registered	66%
% Engaged from Active	57%

Bahrain		
Registered users	159
Active users	134
Registered and Not Started	25
Engaged Users	83
% of Active from Registered	84%
% Engaged from Active	62%

Lebanon		
Registered users	754
Active users	573
Registered and Not Started	181
Engaged Users	288
% of Active from Registered	76%
% Engaged from Active	50%

Cyprus		
Registered users	23
Active users	18
Registered and Not Started	5
Engaged Users	11
% of Active from Registered	78%
% Engaged from Active	61%

Oman		
Registered users	53
Active users	39
Registered and Not Started	14
Engaged Users	23
% of Active from Registered	74%
% Engaged from Active	59%

Egypt		
Registered users	568
Active users	383
Registered and Not Started	185
Engaged Users	162
% of Active from Registered	67%
% Engaged from Active	42%

Qatar		
Registered users	402
Active users	230
Registered and Not Started	172
Engaged Users	107
% of Active from Registered	57%
% Engaged from Active	47%

Jordan		
Registered users	250
Active users	152
Registered and Not Started	98
Engaged Users	58
% of Active from Registered	61%
% Engaged from Active	38%

UAE		
Registered users	813
Active users	628
Registered and Not Started	185
Engaged Users	388
% of Active from Registered	77%
% Engaged from Active	62%

Resources

- https://trainingindustry.com/articles/performance-management/the-motivational-push-incentives-in-training/

- https://learn.trakstar.com/blog/training-incentives-improve-participation

- https://www.cornerstoneondemand.com/resources/article/5-ideas-creating-training-incentives-employees/

- https://www.simplilearn.com/employee-training-rewards-that-actually-improve-learning-article

- https://www.lessonly.com/blog/engaging-incentivized-employee-training/

- https://blog.bonus.ly/creative-employee-reward-ideas

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THANKS!
Any questions?

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