CASE STUDY

BlackBerry: Global Multi-Device Product Training

ONPOINT
DIGITAL

BlackBerry® needs little introduction. Based in Waterloo, Canada, BlackBerry has been at the forefront of the mobile revolution and drove millions of professionals to adopt smartphones as an essential business tool across virtually every industry and market. Recently, BlackBerry has been re-designed, re-engineered and re-invented to meet the needs of enterprises and consumers alike with the introduction and launch of the BlackBerry 10 operating system and next generation wireless handsets. To better prepare and support sales professionals working for top retailers and wireless carriers around the world, BlackBerry sought a way to design, package and deliver on-the-go training to sales teams using their omnipresent handsets and tablets, and selected OnPoint Digital's *CellCast Solution*™ platform as the foundation for the launch of the *BlackBerry Sellers App*.

Background

The worldwide mobile learning initiative was the brainchild of the Global Sales Training Team at BlackBerry and was conceived and funded in conjunction with their global marketing team. BlackBerry commissioned OnPoint Digital, a provider of online and mobile learning solutions and a BlackBerry Select Development Partner, to deliver a series of native apps for BlackBerry, Apple, Android and Windows Phone platforms across leading smartphones and tablets in order to

deliver the program under tight timeframes and high expectations. Prior to the *Seller's App* program, BlackBerry delivered new product training using customized online learning portals that were generally accessed via a standard web browser on a desktop or laptop computer as well as a select few tablet devices. In 2012, the BlackBerry training and marketing teams decided that the time had come to utilize next generation mobile technology to deliver training about next generation mobile devices. The vision was to provide in-depth product training to sales professionals throughout BlackBerry's worldwide supplier network (more than 200 wireless telecom carriers and big box retailers) for the global launch of the company's next generation BlackBerry 10 smartphones.

www.mlearning.com

How it Works

Product-specific content was designed and created by the BlackBerry Global Sales Training Team and localized into appropriate languages before being pushed to each seller's installed app, along with short tests and surveys, helpful sales hints, market news, and program updates. All content is stored in a hosted instance of OnPoint's *CellCast Solution* platform and synchronized to seller's mobile devices on demand.

Learners first access a 'Welcome' page where they sign up to participate and receive a registraiton code to download and install the app on their device.
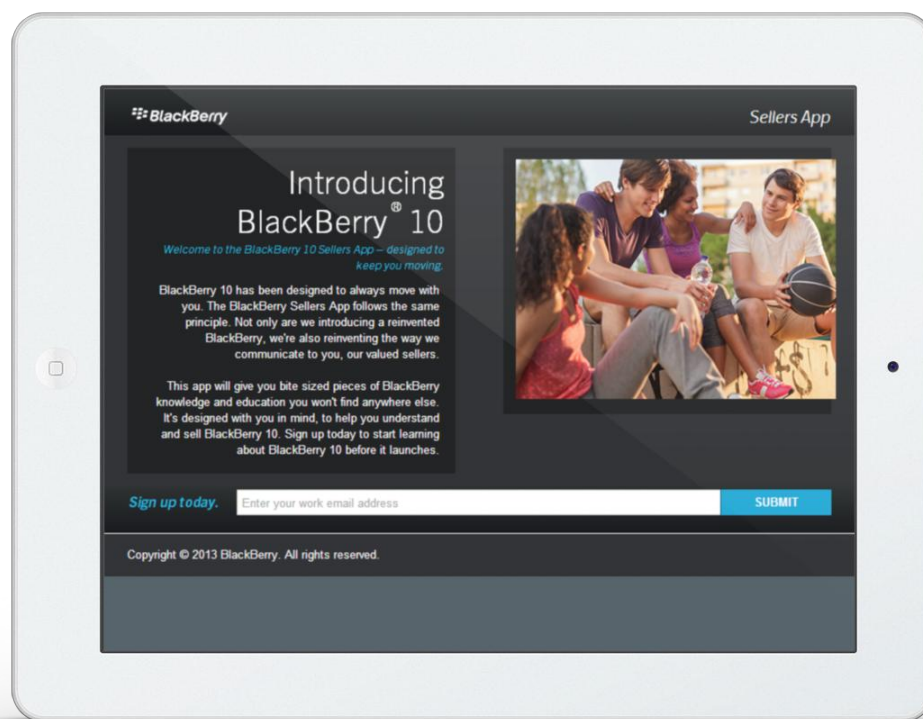
The installed training app syncs to a central server and a localized and partner-specific branded interface appears (the apps are localized in 15 languages currently). This gives the learner immediate access to training materials, current assignments, social network threads, news feeds, and game leader boards as provisioned by their employer. All interactions are tracked, yielding insights into what participants are seeing and doing.

Most carriers and retailers also opted to utilize an optional set of integrated game mechanics designed to increase learner engagement and motivate individuals and teams through friendly competition. Learners can earn points and badges that contribute to their overall standing on community leader boards.

Select carriers have even tied their existing reward and incentive platforms into the learning process to provide tangible prizes for attaining higher levels of product knowledge.

Development Environment

OnPoint Digital used their *CellCast Solution* platform to create and distribute native apps to the targeted platforms. The introduction of the BlackBerry 10 device required the OnPoint team to design and develop a new native app (based on BlackBerry's new Cascades™ development environment) to ensure the same learning experience was available for every next generation learner who wished to adopt the new mobile platform as his or her smartphone of choice.

Development work commenced in late September 2012 and the team worked to an aggressive development schedule comprising less than 120 days for project kick-off, design, prototyping, QA/testing, and piloting.

Achieved Outcomes

User feedback so far has been positive and highly encouraging. Learners appreciate being able to access training whenever they wish and wherever they are. They also enjoy interacting with the connected social community where they can share experiences and sales tips. Overall costs were in line with previous online-only product launch initiatives and offered a much broader range of partner-customized features including registration, content customization, messaging, incentives, and game mechanics.

CellCast Solution from OnPoint Digital

As the breadth and sophistication of mobile technologies expand into virtually every area of our personal and business lives, organizations seek to find ways to keep their workers, customers and partners well trained and better informed. OnPoint Digital's **CellCast Solution** is a full end-to-end offering designed to enable organizations to create, deliver and track mobile-friendly content to any worker to their smartphone, tablet and any other intelligent devices via an enterprise-grade, customizable and highly secure system. Our innovative and award-winning platform leverages a complete content management system for uploading, transcoding, and organizing content, assigning and distributing content to users, and provides detailed tracking and reporting for all gathered results. The solution set includes device-specific native apps downloaded to any modern mobile device that fully manage content delivery, consumption and creation experiences. Users can access a wide array of pushed or pulled content types (videos, podcasts, eBooks, PDFs, courseware, tests/surveys, simulations, games) individually or organized into prescribed learning paths. They can perform searches, view messaging, participate in public or private blogs/forums, and stay engaged with fully integrated game mechanics and dynamics all through a secure and highly flexible user experience.

Content Authoring & Management

The CellCast Solution provides authors and administrators a powerful, flexible, web-based platform for the creation, upload and conversion of content for delivery to mobile users. Automated wizards facilitate the transcoding process so that source materials are automatically converted from native formats into device-specific deliverables, ensuring prepared content is optimized for the ideal on-device experience for every mobile learner in the targeted audience. Content templates assist with the creation of courses, interactive slide presentations, and online tests and surveys. In most cases, authors need not concern themselves with questions like "What works on what device?" or "Will this content be viewable across all my devices?"

Beyond content management and delivery, the platform provides in-depth user/group management, skills tracking/certification, assessment creation, social networking, and business activity tracking. Numerous optional features are available such as e-commerce, single sign-on and localization in 18 languages. The solution can be integrated with existing LMS systems, directory services like LDAP and Microsoft Active Directory, and with other line-of-business applications such as HRIS, ERP or CRM systems. Finally, the user interface and full user experience are fully customizable on most popular handsets and tablets.

Want to Try it Out?

Go to bblive.mlearning.com from your handset, tablet or computer to create your own CellCast account and receive content bundles detailing the myriad benefits and features of the new BlackBerry 10.

Want More Information?

Visit our web site at: www.mlearning.com to learn more about CellCast!