

★★★
MADE IN BELGIUM



Learning in the Flow of Work

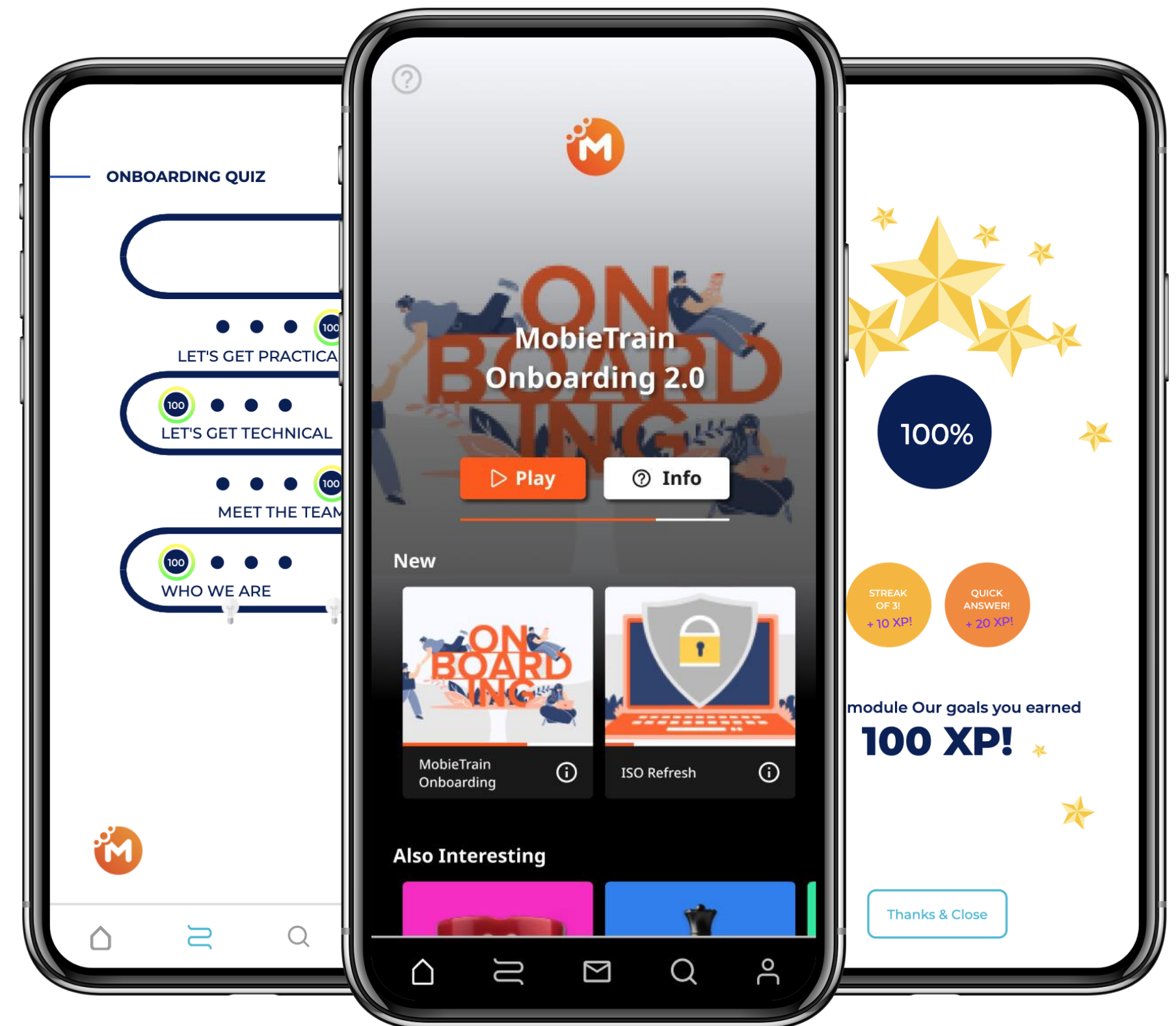
How to get the best out of your customer-facing teams?

Proeverijen 2023



MobieTrain: the number 1 mobile-first microlearning platform for your customer-facing teams

“Empower every **frontline employee**, with the **right content** at the **right time**, to succeed in their job and life”



About MobieTrain



Founded in 2015



30 Countries



100+ Clients



617% Growth



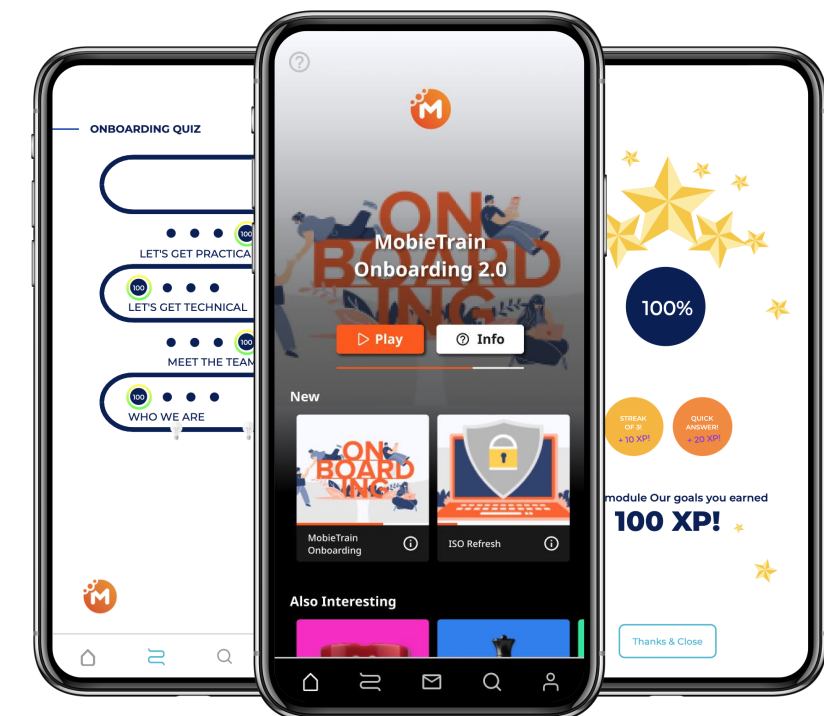
**Offices in Genk,
Milan, Madrid,
Lisbon, Amsterdam
& Paris**



+100k Users



+50 Employees



Trusted by Belgian large and mid-sized clients across verticals



Why **Microlearning?**



The employee knowledge crisis



80%

Of knowledge from traditional Learning Management Systems and in-person training is forgotten after 30 days.



65%-75%

Of companies report that their employees are 'overwhelmed'.



1%

Modern learners only have 1% of an average workweek, approx. 4.8 mins daily, to dedicate to learning.



42%

Of the global workforce, (1.87 billion people), will be mobile by 2022.

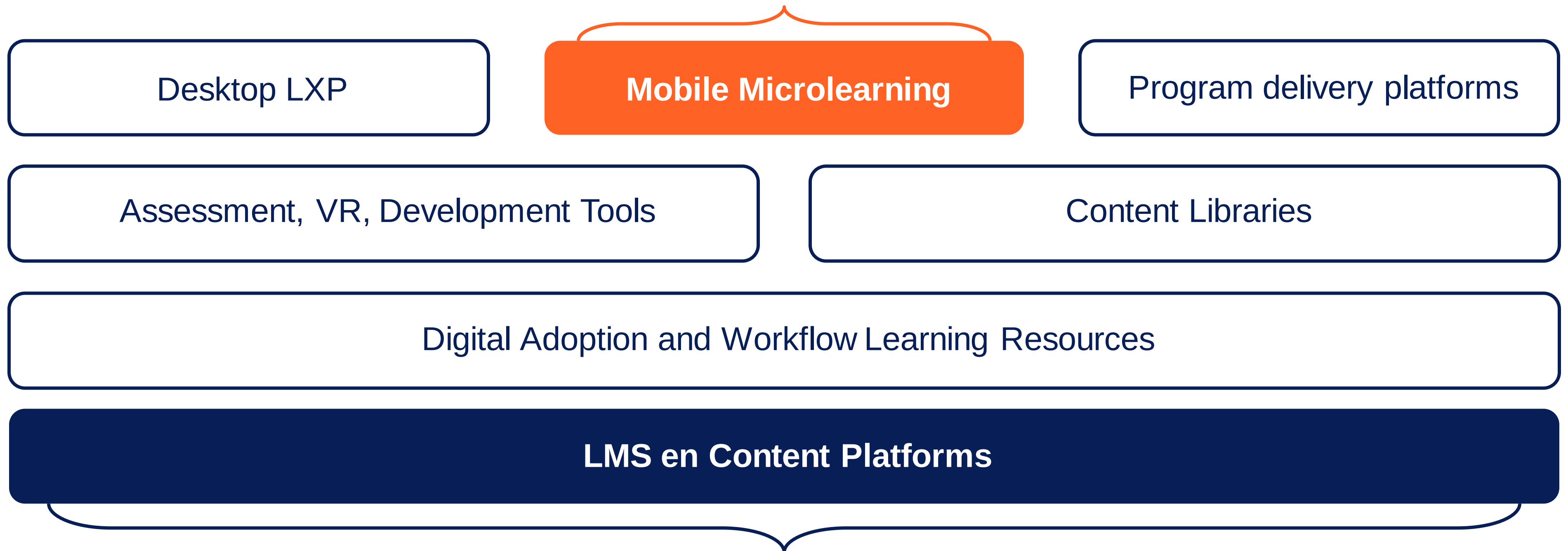
We are in the middle of a shift



	E-Learning & Blended	Talent Management	Continuous Learning	Digital Learning	Learning in the Flow of Work
Formats	Course Catalog Online University	Learning Path Career Track	Video, Self-Authored Mobile, Youtube	Micro-Learning Real-time Video Courses Everywhere	Learning in the Flow of Work
Philosophy	Instructional Design Kirkpatrick	Blended Learning Social Learning	70-20-10 Taxonomies	Design Thinking, Learning Experience	
Users	Self-Study Online Learning	Career Focused Lots of Topic	Learning On Demand Embedded Learning	Everyone, All the Time, Everywhere	
Systems	LMS as E—Learning Platform	LMS as Talent Platform	LMS as Experience Platform	LMS Invisible Data-Driven, Mobile	
	1998 - 2002	2005	2010	2018	2022

In a modern learning environment, mobile microlearning platforms are a crucial complement to the traditional LMS

Specifically targeting frontline staff who learn on-the-go:
4x more engagement; 50% more knowledge retention vs. traditional LMS



Built from a desktop architecture

*Bersin by Deloitte

Learning within the workplace: A combo of MACRO & MICRO

MACRO

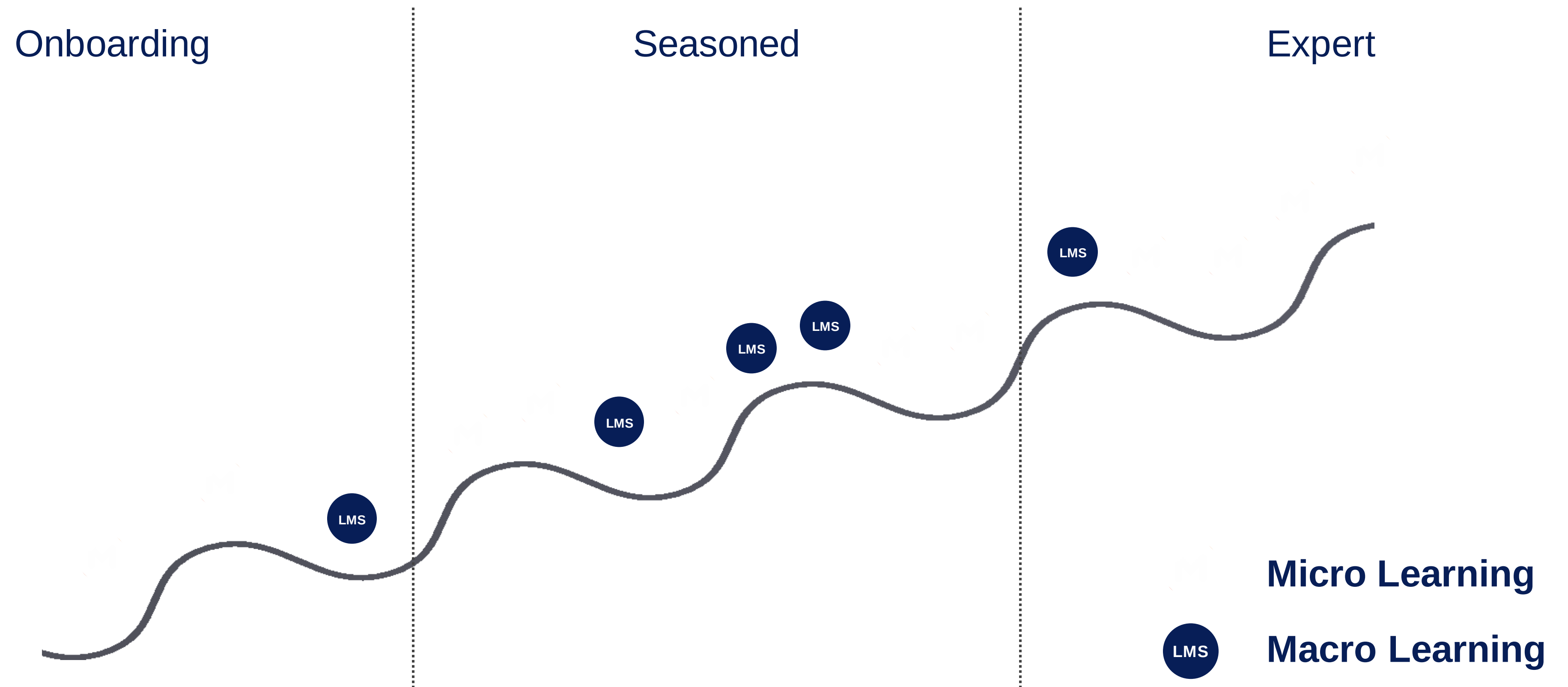
- Usually when at the desk or in the office
- Longer duration
- More in-depth
- Synchronous usually
- Desktop or F2F
- Requires time away from your role

LMS

MICRO

- Usually when “on the go” or remote
- Microlearning
- Focused on the key points
- On demand, at your own pace
- Mobile
- In the flow of work

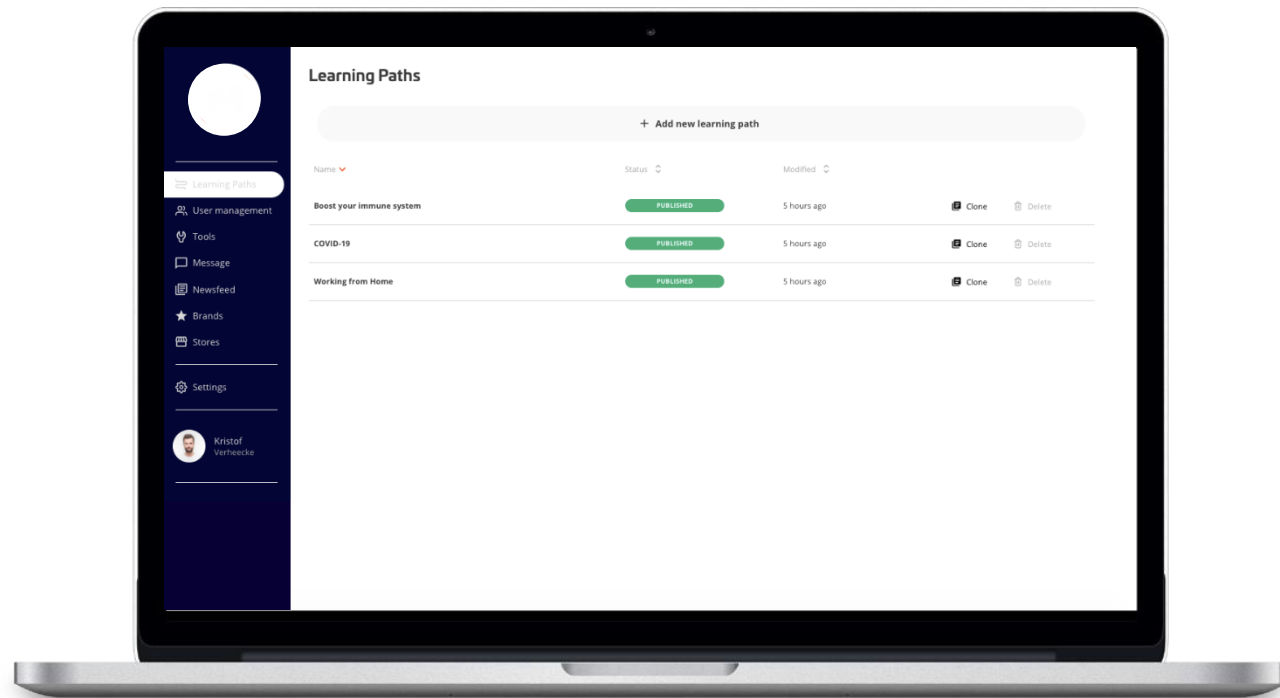
Learning in the Flow of Life



Our solution:
MobileTrain's Mobile
Microlearning
platform



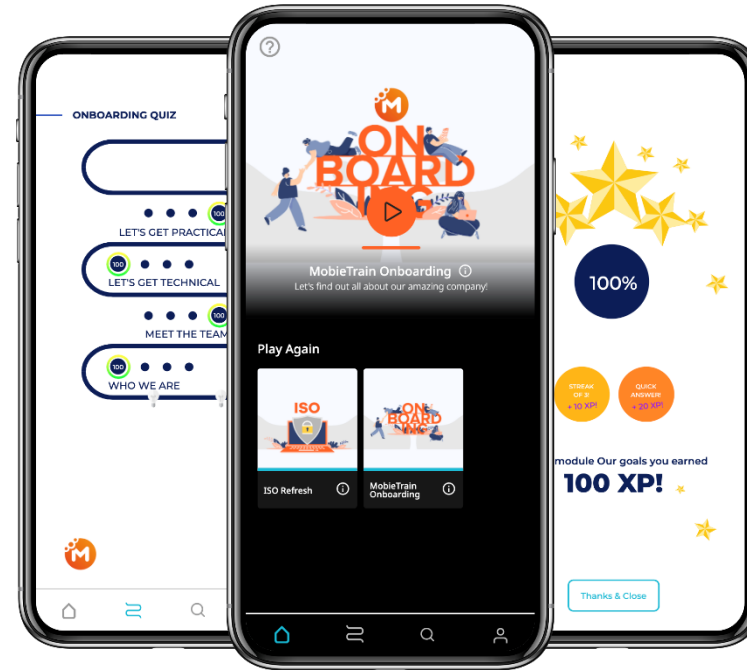
1



Our user-friendly CMS

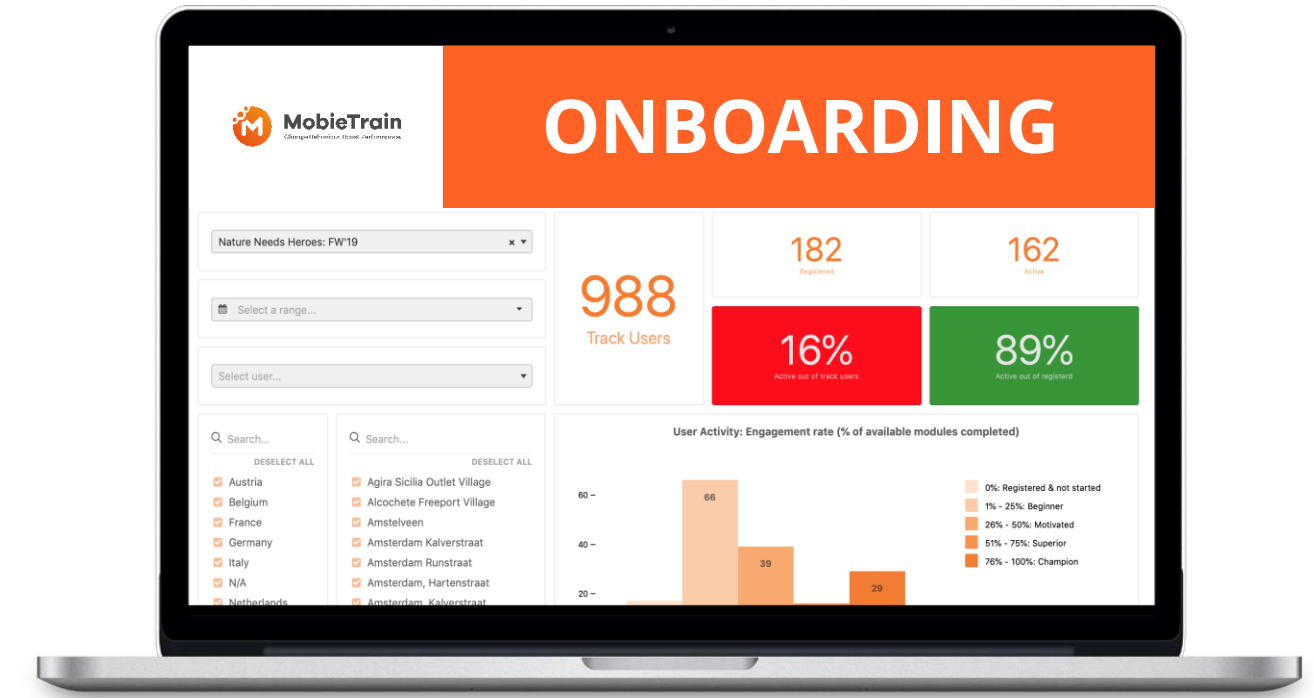
(Content management system) where anyone can easily create different learning paths and trainings.

2



Our engaging, mobile-first app, which employees can use to train where and whenever they want.

3



Our comprehensive dashboard, where you can get actionable insights to drive real change.



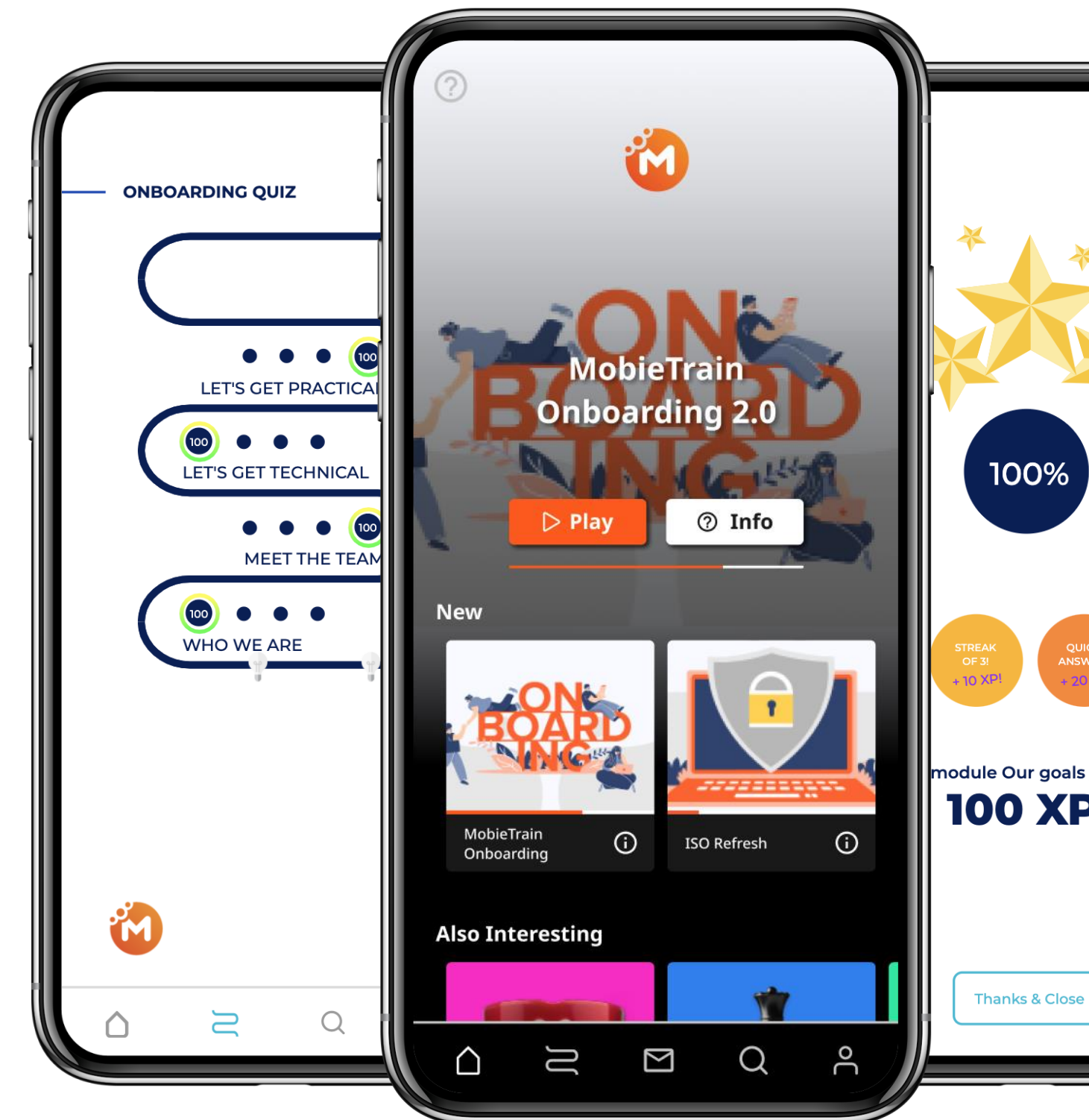
4

Our Amazing Support Team
which will guide you and share our best practices and support you in creating your first learning paths.



What makes MobieTrain unique

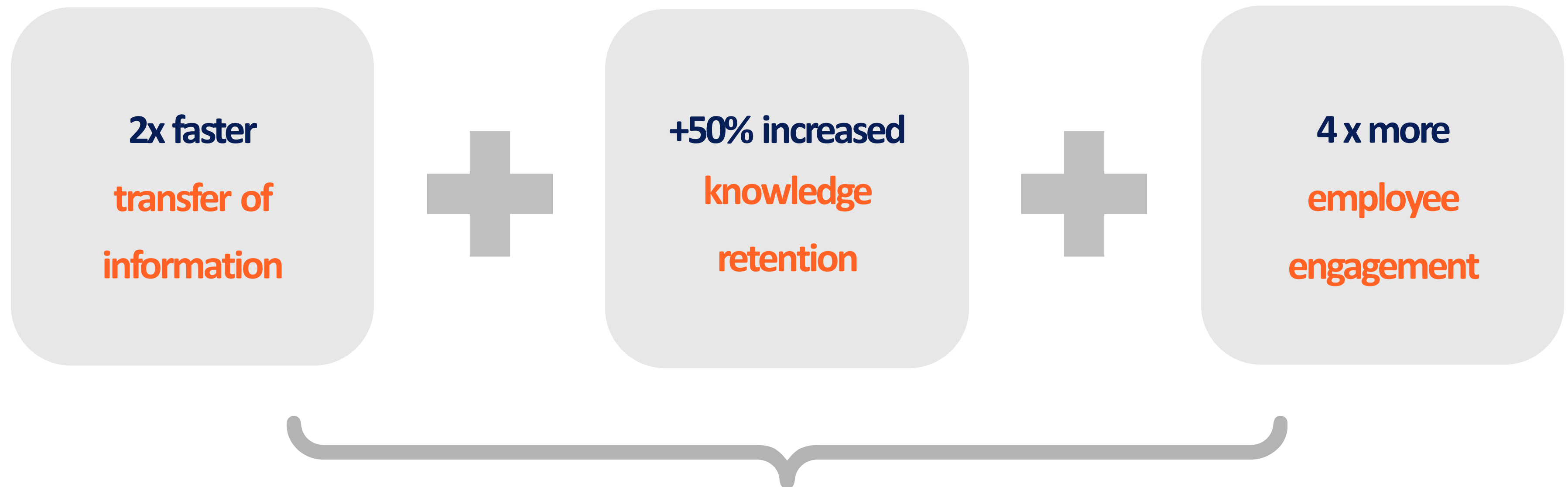
- ✓ Mobile First
- ✓ Intrinsic motivational gamification techniques
- ✓ Adaptive learning
- ✓ Newsfeed and poll
- ✓ Simplicity, focused on frontline employees
- ✓ Content creation at the heart of your organisation
- ✓ Award winning MicroLearning Tool
- ✓ User-friendly and intuitive
- ✓ Easy to integrate with LMS and identity providers
- ✓ Highly qualitative customer engagement and support



MobieTrain in action



Benefits of working with MobieTrain:



“To win in the marketplace you must first win in the workplace.”

Doug Conant, CEO of Campbell's Soup

Potential use cases

Increase experience

- NPS
- Sales

Increase sales

- Conversion
- UPT / ATV

Increase productivity

- Output vs labor
- Training costs

Support change

- Adoption of change

Reduce safety incidents

- #incidents
- Interruptions

Onboarding & Engagement

- Onboarding
- Satisfaction
- Retention
- Absenteeism

7 Steps to success



The 7 commandments to create high adoption and engagement

- **Foster a Learning Culture**
- **Keep it simple**
- **Communicate consistently**
- **Identify the needs of your team**
- **Work with subject matter experts**
- **Support change**
- **Reward and recognize**



Case studies



Story: Proximus

Customer Needs

Despite their existing toolkit, Proximus wanted to update their training to make it more personalised, time and cost effective, and relevant for their diverse workplace. They also wanted to digitise their robust coaching process to provide greater engagement, personalisation and tracking.



largest telecoms
company in Belgium

>14K

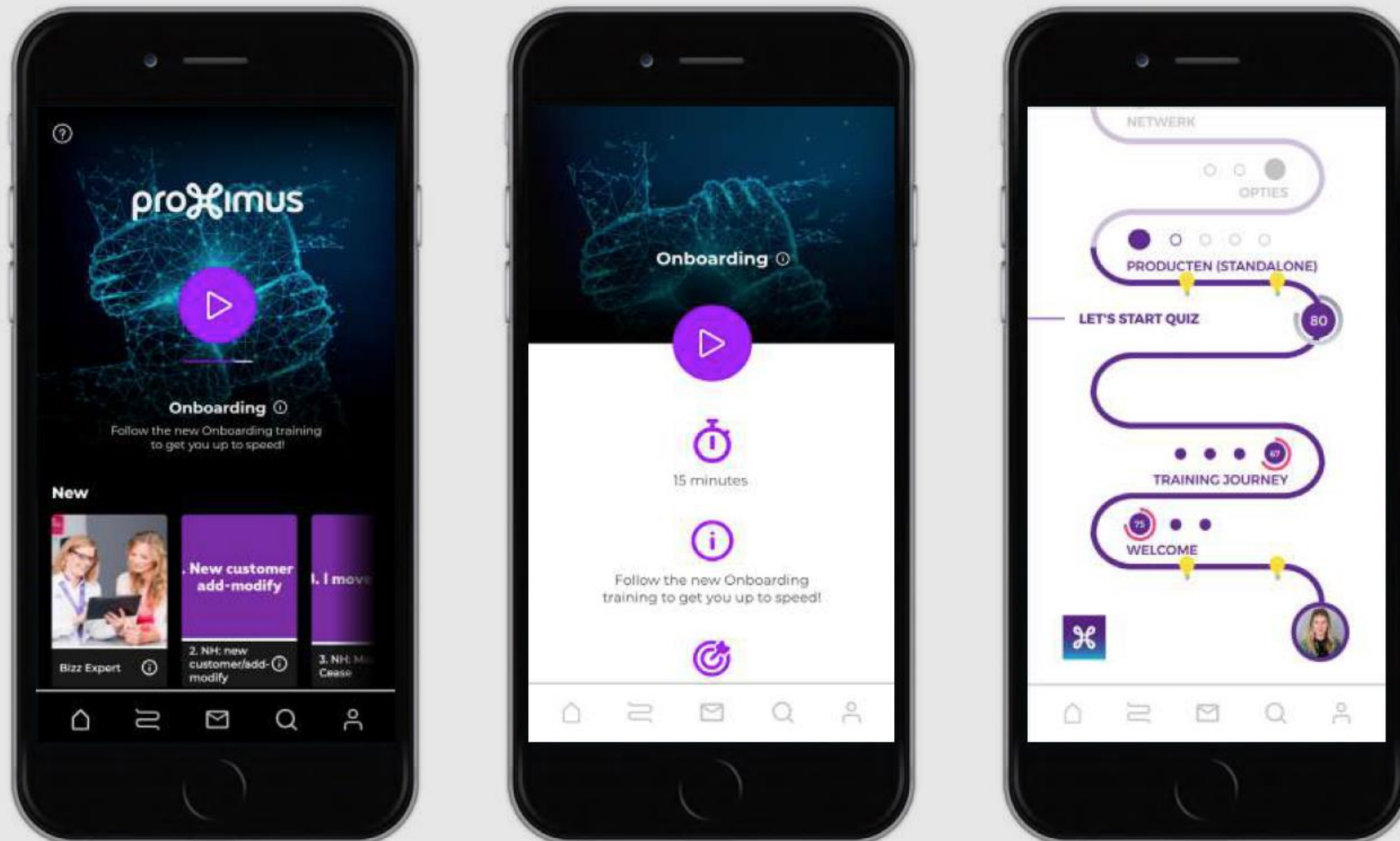
employees



substantial L&D
toolkit in place

What have we done together

1. MobieTrain was used as an entry-point for further training.
2. They developed specific, standalone training on topics suited to our microlearning format.
3. We also worked with them to co-create a bespoke coaching tool.



Outcome & Benefits

Our partnership with Proximus continues to be a great success, with Proximus easily and quickly creating around 90% of their own training content, and achieving the following results thus far:



93% User
Adoption and 80%
User Satisfaction
Score



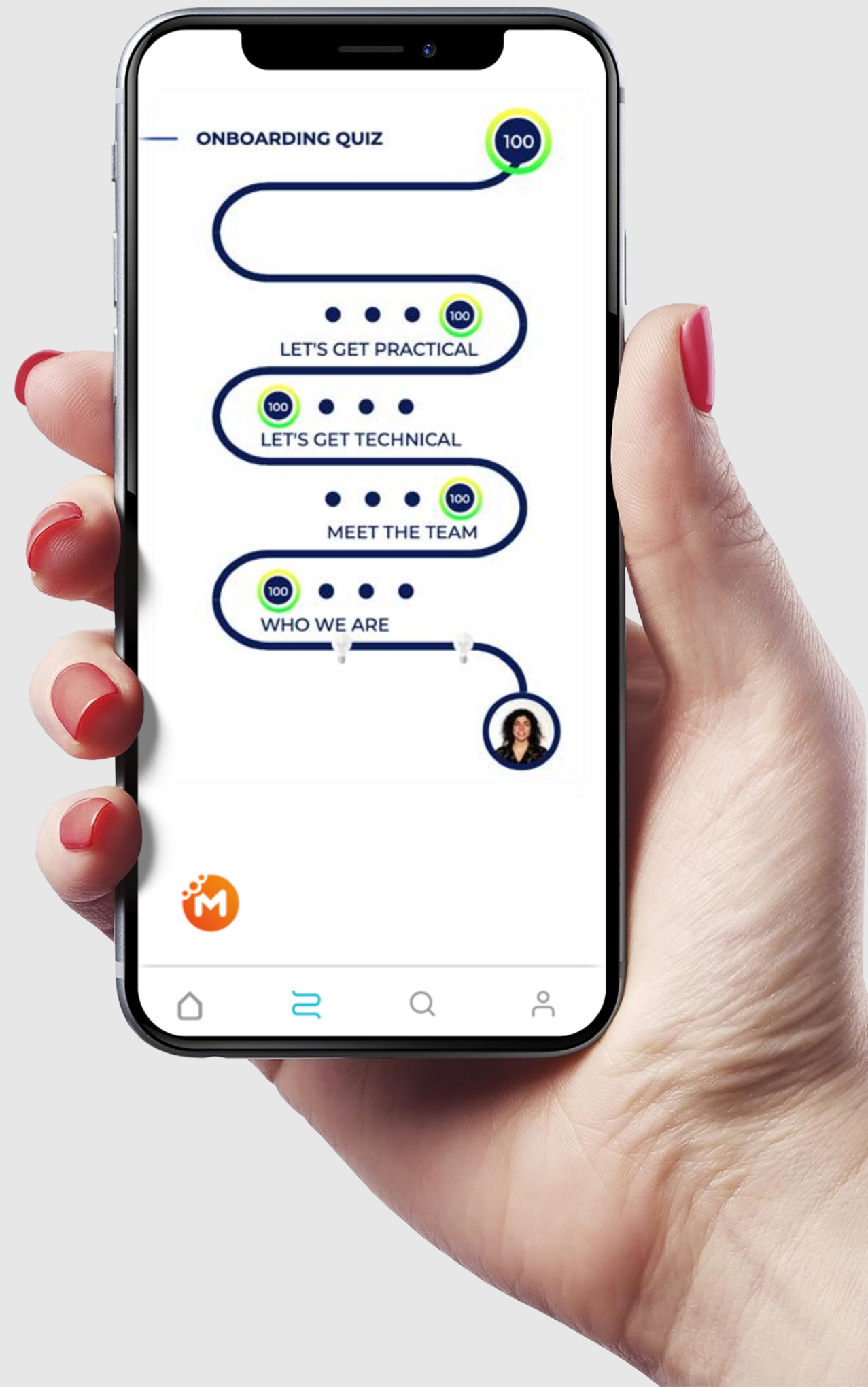
Better results:
when tested in
a control group,
employees that used
MobieTrain scored
20% higher in an end
of a module test



82% Engagement
(with 82% completing
80% of the learning
paths)

A winning team





THANK YOU FOR YOU ATTENTION!

**Ready to start?
Let me know!**

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MobieTrain
Change Behaviour. Boost Performance.