

Product Knowledge

Driving confidence and sales with bite-sized learning

The Client

A major global insurance company was looking for new ways to increase the productivity of both their own sales agents as well as those of their many distribution partners. The company's digital innovation team partnered with KPMG Digital Village to identify the best breed technologies and co-innovate with promising start-ups. KPMG evaluated several platforms and selected Gnowbe to help the insurance company train sales agents faster and better.

The Challenge

For a sales agent, classroom training is often seen as a burden in a busy schedule. As a fact, training time for new products and processes is time-consuming and taking time away from selling or aiding clients. Worst of all: Despite many hours in classroom, sales agents and financial consultants still struggle with the core curriculum.

In addition, insurance products are not only sold by own employees but also through distribution partners such as banks. So any solution had to be able to include also the partners' employees.

So the insurer faced a double challenge:

- **Financial know-how and insurance product knowledge is complex and dense**, so employees switch off easily. How to break the knowledge down, how to make learning interesting and engaging so that the learner completes the core courses, learning 'sticks' and translates into better client service and sales?
- **Limited access to partners' employees.** Updating partners' employees on new products and processes after the initial onboarding or in between formal training sessions was a big pain point. How to gain continuous access to the partners' employees? How to engage partners' employees over whom the insurance company held no formal authority?



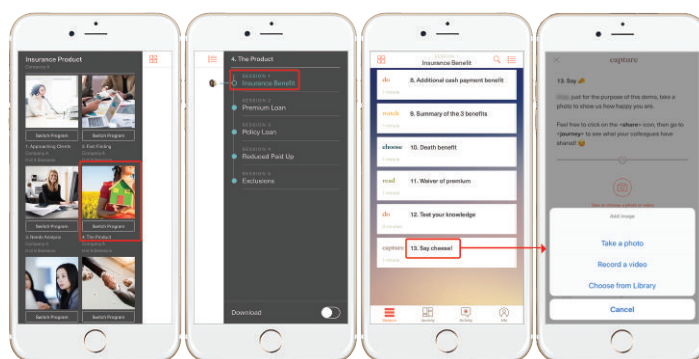
Old training: Powerpoint slides presented in classroom

Solution

The insurer leveraged Gnowbe's micro-learning solution so that sales agents and financial consultants do part of the annual training not according to a fixed schedule in classroom anymore but on the go, just-in-time.

Gnowbe's experienced instructional design team converted the existing client content - over 100 pages of powerpoint, pdfs, excel and videos files - into an interactive digital learning journey on Gnowbe. Each module was 10-15 minutes long and consisted of bite-sized multi-media learning actions such as watching a short video, taking a quiz, viewing infographics outlining the sales process or exchanging tips and comments with colleagues in the same learning group.

The Gnowbe learning journey covered the sales process, product training and sales skills development.



New training: Interactive learning journey on the smartphone

Results

• Learner feedback

Response from sales agents and financial consultants was overwhelmingly positive. 100% of users found learning on Gnowbe very enjoyable. 92% of users found it was easy to understand the content. And 100% of users believe they can learn from their peers to help them better sell products.

"The topics related to product knowledge and selling skills helps me improve my confidence."

• Productivity

The sales network of the insurer cumulatively spent more than 100,000 hours per year in training. Learning on the go can reduce this by 50-70%, enabling agents to spend more time selling and servicing clients.

"Gnowbe... the best learning tool that I ever had."

• Performance

Gnowbe drives understanding of products and processes and builds confidence in selling better. 85% of users felt confident in applying the content learned, enabling agents and advisors to sell better.

"It's just like TED, with interactive learning."

"It's great... A revolutioner"

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