

IER AWARDS 2021

**Best Training Award - Consumer Electronics
Samsung IM Virtual Roadshow & Virtual SPS**

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**Who says you can't
deliver industry-
leading product
training when the
world locks down?**



IM Contact Centre - 2020 Overview

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Coming into 2020, Samsung's IM Contact Centre team had built an incredible training programme upskilling Sales Advisors on site with the latest in Samsung mobile devices. During the first quarter of 2020, Samsung IM launched a brand new physical roadshow that travelled throughout the UK delivering training on Flagship devices to channel partner Sales Advisors on site by utilising a custom built experiential execution that set the stage for truly memorable learning. Unfortunately, like many during this period, the Covid-19 pandemic meant the ability to deliver face-to-face training on site to Sales Advisors ground to a halt; opening the doors to new, innovative opportunities for training.

Unlike Retail stores, channel partner Contact Centres continued to provide a service to their customers and drive sales of mobile devices - with many no longer on site and operating from their homes. Training and engaging contact centre Sales Advisors became more critical than ever for Samsung IM which expedited the necessity to adapt and innovate.

Staying true to Samsung's **#DoWhatYouCant** style, the objective was set to build and develop training executions that harness all the best things about being physically on site with Sales Advisors entwined with the perks of being remote. Samsung IM seized these opportunities and built & executed 2 quarterly Virtual Roadshows, with the most recent being an award-winning execution that delivered live training to contact centre Sales Advisors alongside the creation of a permanent, always-on virtual training solution - Virtual SPS.

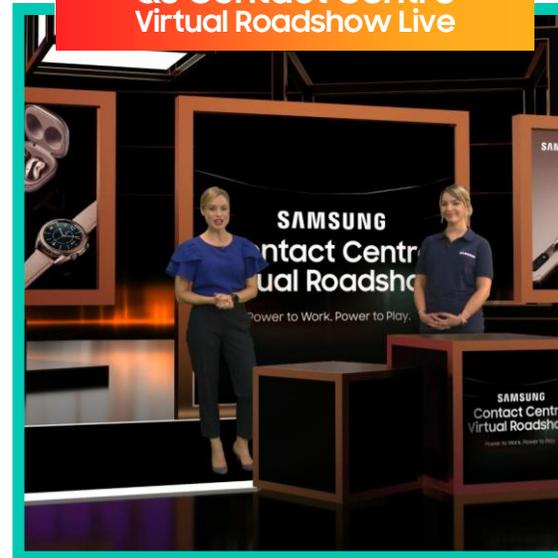
Q1 Roadshow
Flagship Launch



Q2 Contact Centre
Virtual Roadshow



Q3 Contact Centre
Virtual Roadshow Live



Virtual SPS



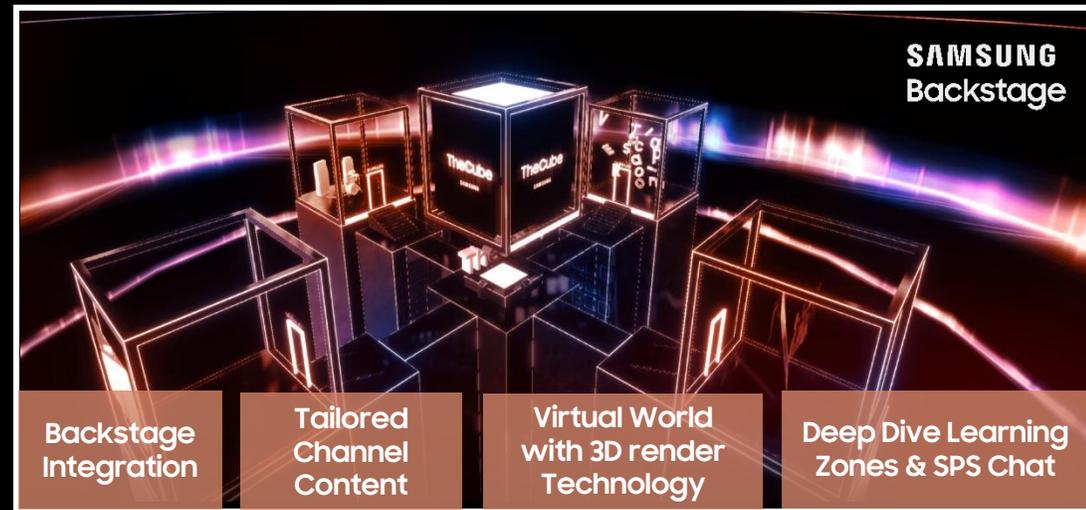
Q3 Live Virtual Roadshow Overview

The **Q3 Virtual Roadshow** was **powered by Samsung Backstage** with a dedicated page to direct advisors to our existing Q2 interactive microsite. The Microsite, Virtual World and channel aligned live session allowed Contact Centre advisors to **virtually unpack our newly launch products n Q3 via a virtual environment.**

Within the Virtual Roadshow CC advisors were able to interactively guide their way around the virtual space and experience the latest products via 3D renders, motion graphics and engaging content. There was also a dedicated live channel training face to face session enabling advisors to be upskilled by our Samsung IM Trainers in a fun engaging way whilst being rewarded via a prize mechanic to drive engagement and reach.



Progressing on from the success of the Q2 Virtual Roadshow, taking on board our key learnings and development ideas, we evolved the Virtual Roadshow to now include a channel aligned Live session and Virtual World.



Virtual SPS - Programme Overview

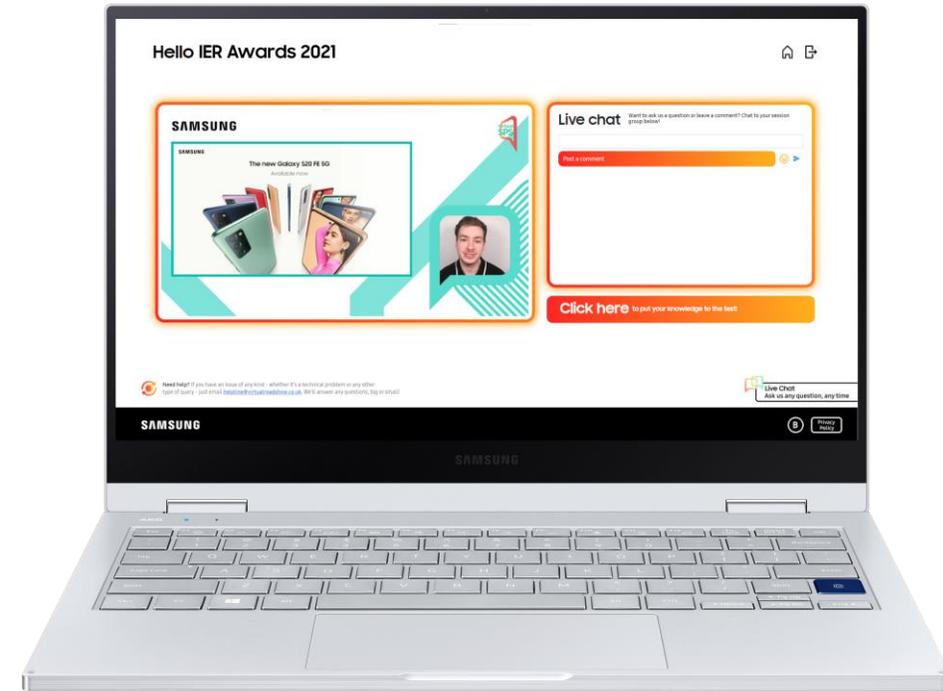
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What is Virtual SPS?

A brand new virtual training programme, delivering remote, interactive training content to Contact Centre Sales Advisors.

In the absence of the physical presence of a Samsung Product Specialist (SPS), it's important that Samsung deliver best in class, in-depth training to ensure sales advisors are confidently clued up on products, deals, and incentives when dealing with customers.

Samsung IM deliver a virtual training experience which is both dynamic and personable, to capture the full attention of contact centre staff. Sales advisors have a constant access to SPS to pose any questions.



What are the benefits?



Delivery quality and consistent training..



Reach advisors at home or in the office.



Comprehensive communication strategy for both advisors and key stakeholders.



Ability to respond to channels partner needs for enhanced training above planned content.



Plan unique content in relation to a particular audience



A future-proof solution, should the Covid-19 'new normal' continue into 2021.

