

# CASE STUDY



[www.codeoftalent.com](http://www.codeoftalent.com)

## 1 WHO

- **British American Tobacco**, leader in the tobacco market in Romania, with a market share of 53%
- 26 years of local history, over 2,500 direct employees and 25,000 on the distribution chain
- owner of a cigarette factory in Ploiești, a national distribution company and a service center, which serves BAT operations throughout Europe
- in a **challenging process of adapting to an extremely competitive market** and to a constantly evolving consumer preferences, while societal attitudes are changing
- with a **culture based on anticipating and satisfying the ever-evolving consumer**: providing pleasure, reducing risk, offering an increasing choice
- in need for an **accelerated and inovative internal sales processes** and to strengthen the customer-oriented culture



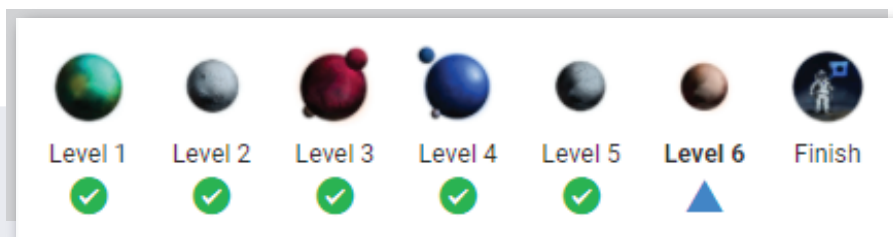
## 2 WHY

- to help the Sales Organization to **make the internal transformation** into a market that changes both in terms of product, customer and purchasing decision
- to **speed up the reaction of the Sales Organization** in relation to a tight market competition and to meet the exigencies of the consumers by increasing consumer interaction
- to **reduce the gap** in the transfer of theoretical knowledge acquired in class, during training and workshops to practical skills and qualitative execution within the market
- to **maximize the value of the learning process** and to better support performance
- to **support the business needs** of the company, reflected in its strategic objectives



## ... 3 HOW

- By integrating the unique and strategic elements of **microlearning** (short learning units, compatible with the attention span and oblivion curves, real-time feedback from trainers, spontaneous activation in the field).
- By conceiving a skill-building course as a **gamified journey**, phased in **on field missions**, whose performance activates promptly skills on the job. After each mission, the participants are rewarded with points and medals, that will help them get closer to success.
- By making the whole process transparent to **facilitate social learning through knowledge transfer**. Participants can meet with their teammates on the platform, having the opportunity to share their own opinions and experiences and to inspire each other.



The project was phased and each stage was managed by the involved parties.



**Code of Talent covers four critical processes:**

- **cultural side** - emphasis on engagement and motivation
- **competencies side** - emphasis on modern sales and management skills
- **product training side** - through two categories: traditional and new products (glo)
- **strategic side** - "From leading cigarette brands to new categories"

**Missions were designed to meet the needs of the 4 strategic processes**

**STORYTELLING** - practical elements that underlie the construction of success stories; a unique tool for business communication and to increase the engagement.

**TIME MANAGEMENT** - practical elements for the efficient organization of time and the development of the skills necessary for a fruitful management of it.

**SHOP ASSISTANT** - practical elements for outlet selection, performance evaluation, and barrier analysis

**LEADERSHIP STRATEGY** - practical elements for tactics and implementation of strategic directions

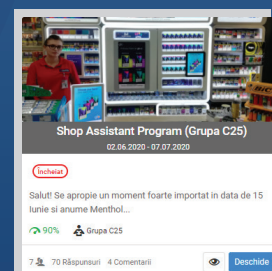


**357** sales agents

**32** managers (facilitators & observers)

**10** managers (observers)

**315** representative rooms (participants)

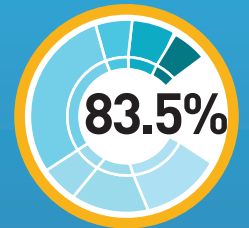


## 4

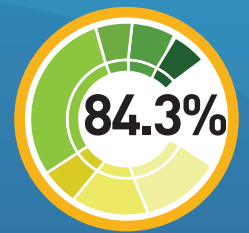
# WHAT

As **Code of Talent** offers a **high degree of qualitative and quantitative measurement**, the performance indicators of the project were constantly monitored. This allowed prompt interventions in customizing the solution, even on the go. We looked, in particular, at the **engagement rate** - measured in solved missions, appreciations, comments, etc., the number of **active accounts**, the **daily average of users**, the **time spent on the platform**, without losing sight of the **user experience** - ease in use, utility in everyday life.

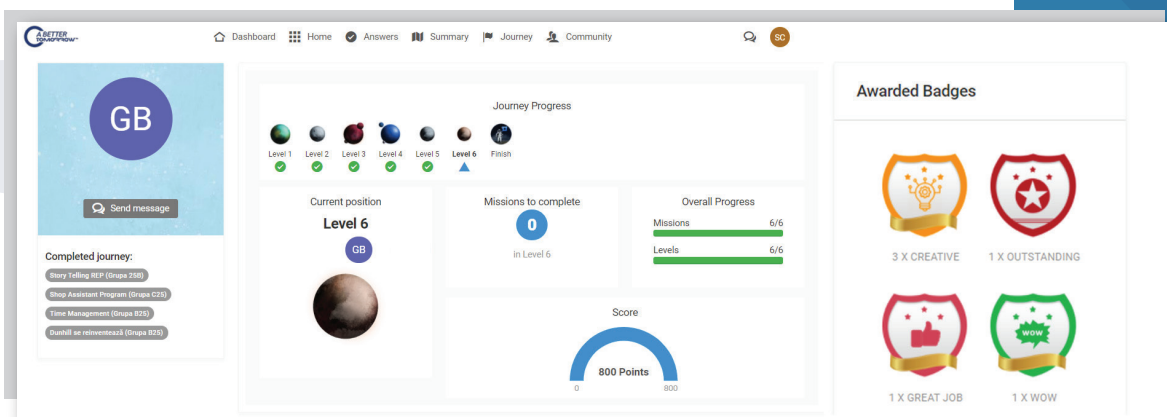
**As a mobile, dynamic and practical oriented solution, Code of Talent is easily adopted by the Sales Organization.**



average completion



average energy



**3806**  
badges



**1626**  
missions



**9226**  
answers



**3668**  
likes



**4,9 training rating**

Unlike traditional existing e-learning solutions, which test memory exclusively through automated testing, **Code of Talent** starts from the **principles of microlearning** (small learning units and short-term learning activities), over which it builds various types of challenges capable of developing **highly valued skills** in the current economic context - problem solving, storytelling, critical thinking etc., which cannot be automated and whose integration is **continuously assisted by a trainer**. In addition, **the connection between learning and business execution takes place in real time**, by solving "missions", which are, in fact, tests for practical skills established through training.

## ....ABOUT US

**Code of Talent** is an award-winning SaaS platform that helps employees learn and apply fast, in a very dynamic business environment with minimum training time, minimum costs and on the job live impact.

**Best platform to transform  
knowing into doing.**

From knowledge transfer to skill development and comprehensive business execution programs, **Code of Talent** allows corporate trainers and business managers to flexibly design and deliver **100% custom-built digital microlearning journeys** to their teams.

**TRY  
it now**

**TALK  
to our experts**

## .... SOME OF OUR CLIENTS



## .... TRAINING COMPANIES



Selected as a 2020 & 2021 Learning Experience Platform (LXP) Watch List Company by Training Industry, the most trusted source of information on the business of learning.



Acknowledged by G2.com as a "High Performer"



Named on the "Mobile Learning LMS" for 2020 & 2021 list by eLearningIndustry.com



Named on the "Best Employee Training LMS Platforms In 2020" list by eLearningIndustry.com



Most valuable Learning & Development project, HR Club Excellence Awards