

# CASE STUDY

*Coca-Cola*

 **Coca-Cola**  
Hellenic Bottling Company

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

## ... 1 WHO

- **Coca-Cola**, the largest company in the beverage industry and the second largest in the FMCG industry in Romania
- Over 25 years of local history of over 1500 employees
- In a challenging process of adapting to an extremely competitive market
- With a culture based on continuous development and a growing product portfolio
- In need for an accelerated and inovative business skills development strategy



## ... 2 WHY

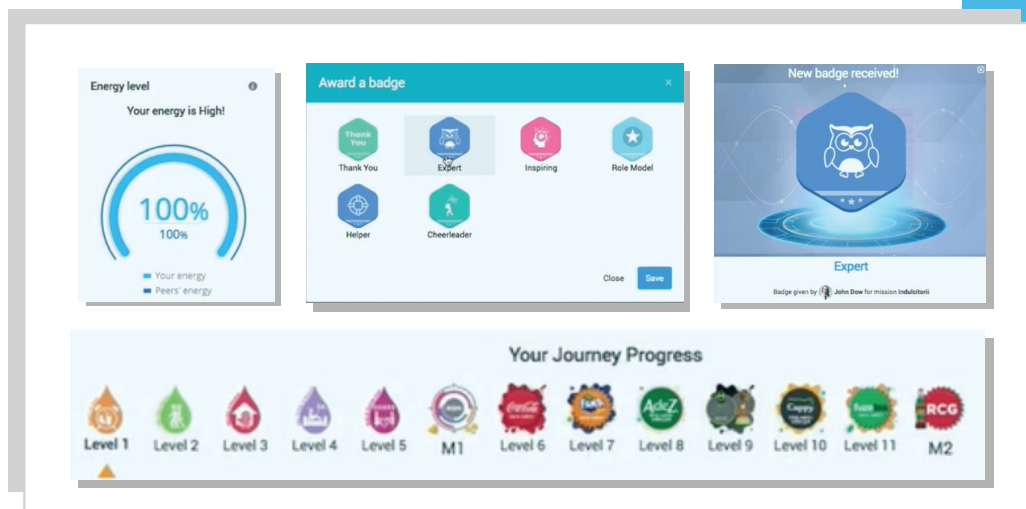
- To **increase the agility** of the Sales Organization in the field
- To **speed up the reaction** of the Sales Organization in relation to the competition and to meet the exigencies of the consumers by increasing market presence (24/7 in consumer life)
- To quickly **reduce the gap** in the transfer 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 the strategic 3R strategic objectives: Revenue Growth Management (RGM), Renew Category Growth (RCG) and Route to Market (RTM)



# ... 3 HOW

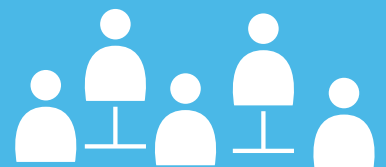
- By integrating the unique and strategic elements of **microlearning** (short learning units, compatible with the attention span and oblivion curves, real-time feedback from trainers, spontaneous activation in the field).
- By conceiving a skill-building course as a **gamified journey**, tactically phased in the form of on field missions, whose performance activates promptly skills on the job.
- By making the whole process transparent to facilitate social learning through knowledge transfer. The entire Sales community has had access to individual or group solutions and this has brought a tremendous added value. A genuine **digital ecosystem** was thus created and has assured the consolidation of knowledge at a level clearly superior to the traditional process.

**Sales Trainers become directly responsible for reflecting business results.**



Due to its complexity, the project was phased in and aimed at interdependent and **simultaneous operationalization of several processes** managed by the involved parties.

- **Analysis:** to determine the needs, objectives, context and practices, but also to capture insights, whose analysis has led to the identification of opportunities and strategic axes
- **Development:** configuration and personalization of the **Code of Talent** platform, drawing up the "journey" and its "missions", as well as technical alignment and compliant
- **Calibration:** technical verification on a sample of users and content review
- **Launch:** the implementation of all the theoretical rules previously drawn
- **Support:** continuous assistance provided by the partners involved



**Commercial Capabilities Team** (9 people) – has built missions and aligned other departments

**Sales Trainers** (6 people) – constant feedback to sales agents

**Business Developers** (397 participants) divided into 6 Learning Communities (Mixed Groups)

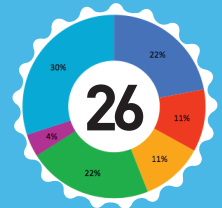
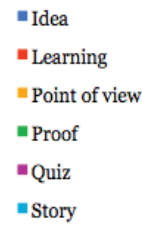
**Commercial Training Manager & Sales Managers** involved in communication

## 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.

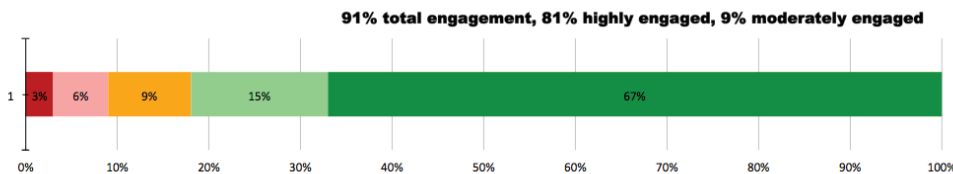
**As a mobile, dynamic and practical oriented solution, Code of Talent mobile is easily adopted by the Sales Organization.**



missions



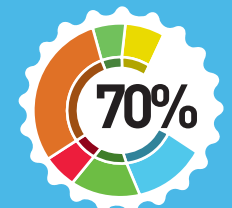
engagement



From a qualitative point of view, developing new categories and execution to the client, together with operational excellence **skills were improved up to 70% for all competencies**.

An on-the-job component was needed, whose impact reflected in reaching the business results and KPIs established at commercial function level - for example, the RGM equation has been reached and many of the Business Developers have **overachieved their targets** on their route.

Cost efficiency wise, **travel costs decreased by 30%**, compared to the previous year and the dedicated **time was optimized by 50%**. Also, the capabilities were accelerated in a much shorter time than traditional model of learning (3 months versus 6 months).



skills improvement



time optimization

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