

SAMSUNG BOOST COURSE COMPLETIONS BY 181% WITH TOTARA LEARN

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies.

For this project, Samsung Electronics UK & Ireland wanted to create a best-in-class extended enterprise online training platform, targeted at retailer and operator staff (Three, Vodafone, Tesco etc.), selling Samsung products.

The Challenge:

Creating a fully responsive learning platform that provides clear results

- Create a unified learner experience across desktop, tablet and smartphone
- Build ongoing relationships and engagement with retail and operator staff
- Reward users for engaging with Samsung Electronics UK & Ireland product learning
- Obtain improved data and analytics to evidence value and ROI
- Deliver a great brand experience for retail and operator staff.



Our Solution: Leading with visual design

Kineo collaborated closely with Iris Worldwide, who led on the visual design with City & Guilds Kineo providing the LMS expertise. The site was built with Totara, [an enterprise open source LMS](#), allowing for considerable design flexibility.

The solution uses responsive and adaptive layouts to deliver an optimised user experience across desktop, tablet and smartphone.



Engagement for all

As well as delivering a multi-device learning platform, the Samsung Backstage site focuses on trade engagement, with a range of content including:



- Product knowledge
- Competitions
- Community engagement

The engagement strategy extends beyond the LMS with a fully integrated approach across email, Facebook, Twitter and the learning platform, Samsung Backstage. Regular email contact ensures users are always up to date with new content and are encouraged to regularly visit Samsung Backstage.

Users are rewarded for taking the product learning with access to competitions, which 'unlock' for them. These competitions are styled-up course pages, accessed using Totara's audience-based enrolment method. Users only become a member of the relevant audience after completing the specified course(s) and/or getting a specified grade in the assessment/quiz. This provides a really neat way to create and unlock competitions for users that complete the learning.

Open Badges maintain momentum

The site also makes extensive use of Open Badges to reward users for completing learning, passing quizzes and other incentivised actions such as completing their user profile. The user's most recent badge is displayed on their homepage with the full collection available on their 'My Backstage' area (personalised learning space). Badges are designed to be portable via the user's Mozilla Backpack.



The Results

35% increase in page views and an 85% increase in pages viewed per visit (for the same period, year-on-year).

Monthly management reports, using a combination of Totara site reports and Google Analytics, revealed that the new site has seen a 35% increase in page views and an 85% increase in pages viewed per visit (for the same period, year-on-year).

The data also revealed that the number of active users on Samsung Backstage increased 42%, and the number of courses completed increased by a staggering 181% for the first month of use.

"Since the relaunch of Samsung Backstage, the feedback on the new look and feel of the website has been really positive. We are particularly pleased with the success of the new reward system – the almost addictive nature of the badge system has proven to be very popular with our members."

— Zoe Hamilton, Online Training Coordinator, Samsung Electronics UK & Ireland

REGION
UNITED KINGDOM

TOTARA
RETAIL

SIZE
LARGE ENTERPRISE

DELIVERED BY

PLATINUM

kineo
A City & Guilds Group Business

