MobilePaks

Case Study

Yesmail: Using MobilePaks to Provide Product Knowledge and Sales Support

The Challenge

Corporate and product knowledge are strategically critical to Yesmail Interactive's continued success in hyper-competitive marketplaces. It is vital that all employees, in particular those with customer facing roles, have basic, if not advanced, competencies in what their products do, how they are implemented, and the value they provide. However, because Yesmail's sales force and account management team is geographically distributed and its products are continually evolving through agile development, the company was finding it increasingly challenging to share current and up-to-date information.

Yesmail found that despite their best efforts, there were various levels of product knowledge and inconsistency with training per location. The company turned to MobilePaks to facilitate the development of an effective and affordable knowledge sharing platform that delivers engaging, meaningful and measurable learning content. They utilized MobilePaks, to provide their workforce with comprehensive product and process training to sell and support effectively, which can be completed at their convenience, only requiring a couple of clicks.

The Solution

MobilePaks' professional services collaborated with Yesmail to customize the platform to match the company brand and created the initial Paks in a number of hours. Yesmail's onboarding and product update videos, previously designed for the company Intranet, were converted to the MobilePaks format to provide engaging and easy to digest job aids and content-rich bundles (video, interactive and knowledge checks) to increase knowledge retention and enhance ease of use on mobile devices. Yesmail also recreated some videos to make them shorter and more mobile friendly.

Yesmail is able to continue to roll out updates internally, by using PakBuilder to create content that is optimized for mobile devices, quickly

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"Yesmail's products are continually evolving through agile development and MobilePaks enables us to push new information faster to keep our employees up-to-date. With MobilePaks we can create and share our own Paks quickly and easily whenever we need to share new product updates with our account managers and other support staff."

Julie Anne Reda,
VP of Product Strategy,
Yesmail Interactive

and easily. This helps them push content faster and keep their employees and customers up-to-date.

MobilePaks is device agnostic and will work on any smartphones, tablets, laptops or desktop computers. Plus, MobilePaks enables managers to quickly author, convert, push and track content-rich bits of knowledge to provide a simple, anytime, anyplace, educational experience. However, training modules (Paks) are not proprietary and can be deployed through other web infrastructures, providing Yesmail with a high degree of flexibility with these content assets.

The Results

More and more Yesmail users are signing up to MobilePaks daily and 70% of team members have achieved product competency as a result. Plus, renewals and upsells increased approximately 15% with higher staff retention and customer satisfaction.

In addition to the Account Managers, other departments such as Technical Support, QA and Customer Insights have started using MobilePaks for their own training and communications. Previously, these teams relied on a subject matter expert for training, which was time consuming and inefficient. Now subject matter experts only need to share their knowledge once to reach the whole team and staff can ramp up more quickly with the self-directed programs in MobilePaks.

Because the program has been so successful, Yesmail also has plans to roll-out MobilePaks to support its self-service clients and improve customer on-boarding. This will save the account teams a lot of time by freeing up hours they were previously using for training. The company also plans to use MobilePaks to promote new features to the products.

About Yesmail Interactive

Yesmail powers intelligent customer interactions. Yesmail gives you the insights to recognize and understand your customer to deliver contextually relevant digital communications while respecting their preferences and privacy. Yesmail helps marketers evolve their customer relationships through intelligent interactions via technology, insights and services in a near real-time multichannel environment. Yesmail helps you compete in the age of the customer. For more information, visit www.yesmail.com.

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