

Case Study: Canon

CCS Delivers Manufacturer's Training in All Divisions to Retailers and Sales Teams Nationwide

> Summary

Canon USA, an industry leader in professional and consumer imaging solutions, needed to provide retailers nationwide with consistent and in-depth product and sales information. Canon selected CCS to develop interactive training sites on the full range of Canon products, including cameras, printers and camcorders.

> Strategy

To meet Canon's objectives, CCS created three customized, multimedia training websites that deliver comprehensive Canon resources. The sites are hosted on CyberScholar®.com and offer prize incentives to attract hundreds of retail sales associates and reseller partners nationwide to the training. Additionally, the sites deliver product knowledge and training performance tracking for Canon's own sales, support and field marketing teams.

> Solution

The interactive Canon training sites provide retail salespeople an interactive, in-depth curriculum on Canon cameras, printers and camcorders, as well as the manufacturer's latest news and product spec sheets. To improve brand advocacy and engagement in the training, various Canon promotion, certification and incentive programs motivate salespeople with the chance to win their own Canon products.

> Success

The Canon training sites on CyberScholar.com are an integral part of Canon USA's retail marketing strategy, serving as the primary training, promotion and information source for the manufacturer's retail partners. In addition, Canon's training managers can track Canon field and customer service representative training through online, real-time reporting. Participation across the Canon training sites has steadily grown over the years, reaching motivated salespeople at an average of 750 stores per month.




CCS designed and launched three customized, multimedia training websites for Canon USA on CyberScholar.com.



The Canon training sites feature an interactive curriculum on Canon cameras, printers and camcorders.



For more information on how CCS' integrated solutions can positively impact your bottom line, please contact us:

[phone] 310.665.9900
[fax] 310.665.9901
info@creativechannel.com