

Case Study: Sony

Comprehensive Online Training and Engagement Solution Keeps Sony Ahead of the Pack

> Summary

Since 2002, Sony Electronics has tapped CCS to develop online training at CyberScholar®.com for the company's wide range of product knowledge initiatives at the retail, corporate and B2B levels. CCS manages the Sony Online Training Site with over 100 modules on Sony's complete electronics product lines, as well as a version of the site translated into Spanish. CCS also hosts Sony product training on the training sites for all Staples and Wal-Mart stores nationwide.

> Strategy

To meet Sony's primary training objectives, CCS created and launched the Sony Online Training Site, a custom website with product information, retail sales training, and a certification program hosted exclusively on CyberScholar.com. To grow brand advocacy and usership, CCS manages promotions which offer salespeople who complete the training discounts on Sony products as well as entries into monthly, quarterly, and annual drawings for valuable prizes.

> Solution

The interactive, graphic-intensive Sony Online Training Site on CyberScholar.com features an in-depth training curriculum on products and sales, a "Learn and Earn" incentive program, and the latest news on Sony products in categories including digital imaging, mobile electronics, television, personal audio, information technology and home audio/video. In addition, the site is home to the Sony Electronics Certification Program, which offers salespeople the chance to become fully certified on the complete Sony Electronics product line. In 2005, the site expanded to include Spanish-language training, taking into account those retail professionals who prefer using Spanish to learn about Sony's products and when assisting customers.

> Success

Since its launch on CyberScholar.com in 2002, the Sony Online Training Site has been a well-trafficked resource for Sony Electronics product knowledge, with more than 300,000 engagements per year. Pleased by the site's usability, Sony has incorporated the training into its internal educational initiatives for Sony customer service, field representative and call center employees. Sony's presence on the CCS-managed Staples and Wal-Mart e-learning portals exposes Sony training to an additional 85,000 sales professionals nationwide each year.




The Sony Online Training Site hosts over 100 modules on Sony products, as well as the Sony Electronics Certification Program.



The Sony Spanish CyberScholar training site mirrors the Sony Online Training Site.

"Providing Sony CyberScholar training in Spanish increases sale professionals' ability to effectively communicate product features and benefits with Spanish speaking customers."

Gary Schilling,
National E-Training Manager,
Sony Electronics

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

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