

Case Study: Virgin Mobile USA CCS-Developed Virgin Mobile Field Team and Training Site Garner Awards and Increased Sales

> Summary

Facing an increasingly competitive market, Virgin Mobile USA tapped CCS in 2004 to help increase brand awareness of the wireless company's products and services among retail sales professionals and consumers. CCS developed a field sales and marketing team to represent the company in top markets. To further expand Virgin Mobile's reach, CCS designed an award-winning training site. The integrated marketing efforts result in incremental sales lift of up to 60% in covered locations.

> Strategy

CCS hired, trained and deployed a dedicated Virgin Mobile USA field sales and marketing team to represent the company at key retailers in top markets. To reach retail associates outside the team's coverage area, CCS recommended a custom Virgin Mobile site on CCS' CyberScholar®.com training portal for salespeople nationwide. CCS designed the Virgin Mobile training site to reflect the communications company's hip and fun branding while also meeting product knowledge objectives.

> Solution

CCS provided full creative and e-learning content development services to produce the "Virgin Mobile: Train on Your Terms" site, which offers engaging training, incentives and resources including printable job aids. The site continues to be redesigned by CCS to reflect Virgin Mobile USA's hip, cutting-edge brand while focusing the training strategy for maximum impact. As part of the integrated solution, the CCS-Virgin Mobile field team in turn delivers promotional collateral during store visits to support the online training. Results of the combined efforts are tracked online.

> Success

In under a year, Virgin Mobile saw a 40% increase in incremental sales in stores covered by the CCS field team. Likewise, the "Train on Your Terms" site was met with overwhelming approval by the client, retail salespeople, and the greater online/business communities. Tests showed that the training modules improved product knowledge and there is up to a 20% increase in sales in stores where the training is used over those where the training is not used.

In addition to its success at retail, the "Virgin Mobile: Train on Your Terms" site was selected as an Official Honoree in the 10th Annual Webby Awards, as an Award Finalist in the 2006 & 2007 American Business AwardsSM (The Stevies), and the site won the 2007 "Best Education Website" WebAward from the Web Marketing Association.



The award-winning online training site created by CCS closely matches Virgin Mobile's hip positioning.



Virgin Mobile's training message is focused for maximum impact.

"What's most impressive about the site is that it makes learning fun while imparting the right information in a timely manner!"

Dorothy Jeffress,
Retail Training Manager,
Virgin Mobile USA

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