

Cyberscholar @ Walmart Program

Help Walmart's 60,000 Electronics Associates Support Your Brand

Sales and customer service leader Walmart has teamed up with Creative Channel Services (CCS) to provide online product and technology training to its 60,000+ electronics department associates in 3,500+ stores nationwide. For Walmart's supplier-partners like you, the CyberScholar @ Walmart product knowledge program provides an exclusive opportunity to impact sales by delivering web-based product information and training that will help associates recommend your brand to customers.

Integrated with Walmart's In-Store Resources

Linked through The Wire, Walmart's in-store intranet, and the electronics department kiosks, the CyberScholar @ Walmart program delivers product knowledge in all electronics categories and follows the retailer's preferred training and selling strategies. Walmart associates access the training on-the-job, and they are required to complete product training in their primary selling department as well as related departments each week.

Product Knowledge Training to Meet Your Needs

The CyberScholar @ Walmart program offers manufacturers:

- > Training Modules on your company's products, including a Supplier Directory Listing (details below). Modules remain live for one year, and reporting is provided to show you the number of associates who have accessed – and passed – your training each month.
- > Supplier Directory Listings are provided to support your training modules with company information and resources. Your directory listing can include links to fact sheets on product SKUs, customer support services, awards and more.

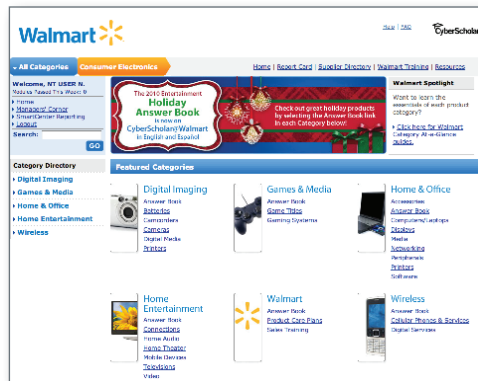
Results You Can Count On

The effectiveness of the CyberScholar @ Walmart program has been extensively reviewed since 2007. Here are some key findings:

- > On average, each supplier product module is passed by over 37,000 users in a year, with more than 13,500 users in the first two months after launching
- > In a study, a supplier's product that was featured in the program received up to a 6.7% increase in sales attributable to the training
- > Studies with Walmart have credited departmental sales lifts of 4.1% or higher to the training
- > Other studies suggest online product training positively impacts brand awareness and customer satisfaction

Training that Works for You

CCS has been delivering electronics product knowledge programs to the retail community since 1995, and our online training solutions have proven highly effective for retailers, salespeople and manufacturers. We will ensure your training meets the highest standards and provides Walmart associates the tools they need to represent your brands' selling points.



The CyberScholar @ Walmart Online Product Knowledge Program Delivers:

- **A large, targeted audience**
CyberScholar is the most efficient way to reach the approximately 60,000 Walmart electronics department associates in over 3,500 stores nationwide.
- **Corporate-required, on-the-job training**
Associates are required and paid to train on products in their primary selling department and other departments.
- **Interactive training tools**
Your product and sales training content will be transformed into e-learning modules that conform to Walmart's training and selling standards.
- **Year-round availability**
Your company and product training is easily accessible for a 12-month period, allowing you to reach the largest possible audience.
- **Measurable ROI**
Comprehensive reporting provides real-time, online tracking of training participation and performance.

Learn how connecting your product information to Walmart electronics associates can increase your training, marketing and sales results. Contact:

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