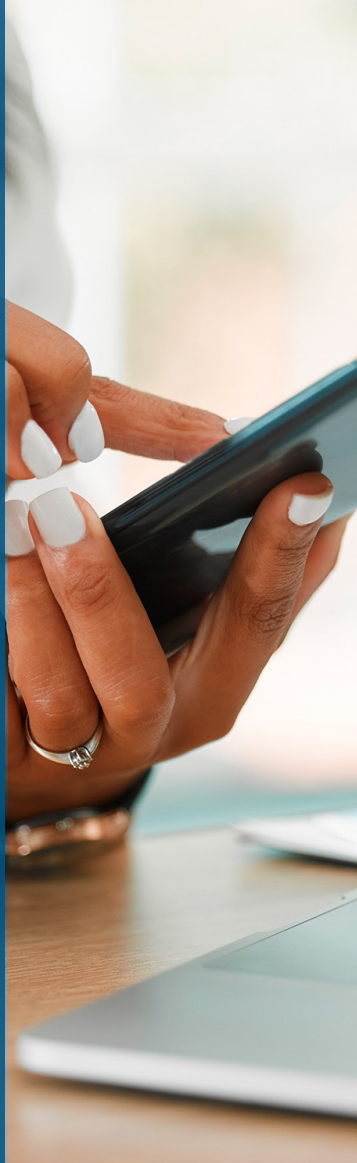




Case Study

Flexible Microlearning Training Program Improves Employee Readiness



To create a more engaging and flexible training opportunity for Vivo's B2B business managers, GP Strategies created the company's largest mobile eLearning certification path. This resulted in much higher training completion rates and significant business results.

GP Strategies' Solution

The B2B Training program provided mobile-first learning with a microlearning experience to facilitate the learner's journey based on problem-solving and situational awareness with practical, real-world applications.

- Average training hours per employee grew **1,525%**.
- **222%** increase in closing business opportunities.
- Training completion rate improved from 36% to **92.95%**.
- Monthly mobile logins increased from 80 before the program to **189** after the program.
- 2023 learner evaluations scored the training at **4.85 out of 5**.
- Learner assessment scores averaged **90 out of 100**.



The program allowed business managers to broaden their knowledge range, feeling that training was truly a work tool. It was a game-changer in the go-to-market area and improved the company's results.”

– Renata Netto,
Telefónica Vivo's training lead

