

USTER® Sales Training Online

USTER® Sales Training Online is a learning platform with online courses and tests on USTER® products, technologies and solutions

The goal is to provide USTER®'s sales force with critical just-in-time information needed to be successful and competitive in today's marketplace.

USTER® Sales Training Online was developed based on i-qbox e-Testing and i-qbox LMS adapted for USTER®. Using these systems, training and tests can be easily created, managed and deployed to the target audience.

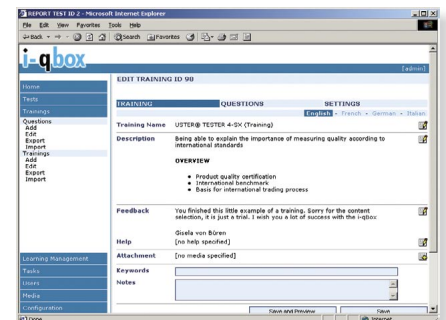
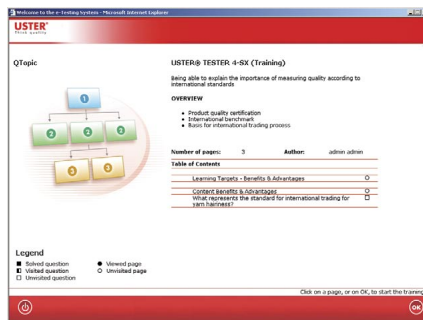
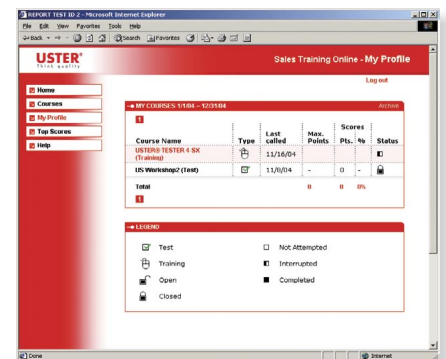
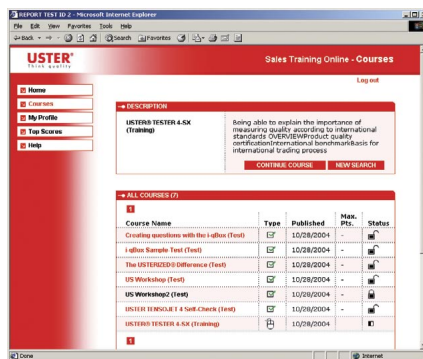
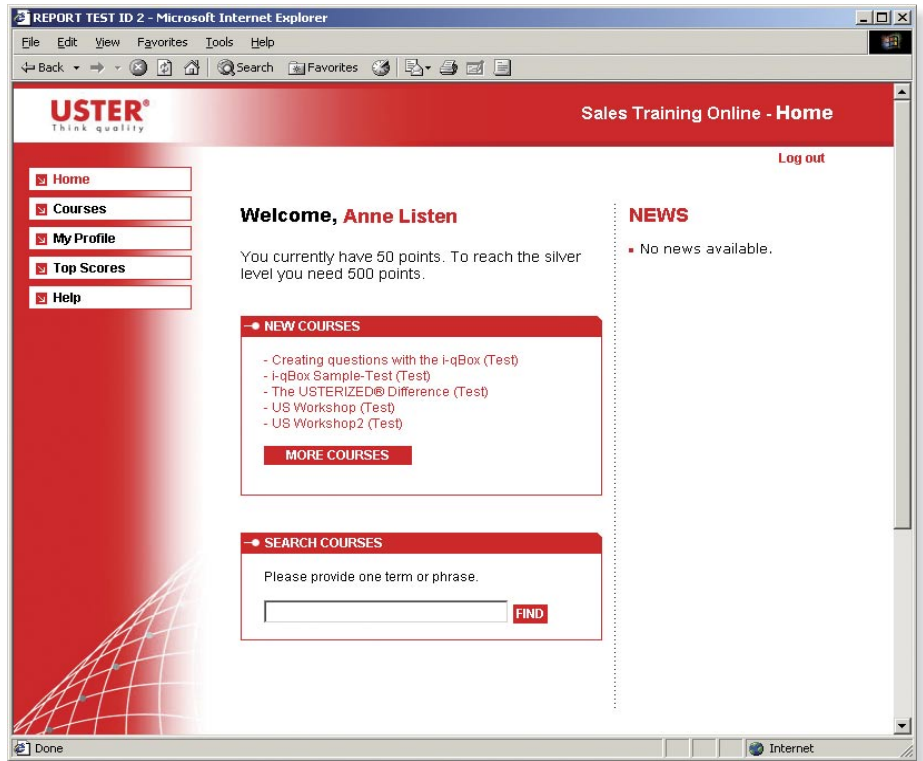
Key benefits

- Available online, anytime, anywhere
- Self-paced and multilingual (incl. Mandarin Chinese)
- Valued with credit points and achievement levels (silver, gold, platinum)
- An excellent reference tool

Target group: USTER® Sales team
world wide

Language: English, German,
Chinese, Turkish

Medium: Internet



Comartis AG
Oberneuhofstrasse 1
CH-6340 Baar
www.i-qbox.com
info@comartis.com

Comartis USA Inc.
6245 E. Broadway Blvd. #620
Tucson, AZ 85711, USA
www.i-qbox.com
info@comartis.com

Best Practice: i-qbox Human Performance Suite-Based Online Sales Training

Since the beginning of 2005, USTER® has been using the i-qbox Human Performance Suite to inform, instruct and test its sales staff with regard to new products, technologies and solutions.

Distribution of Knowledge

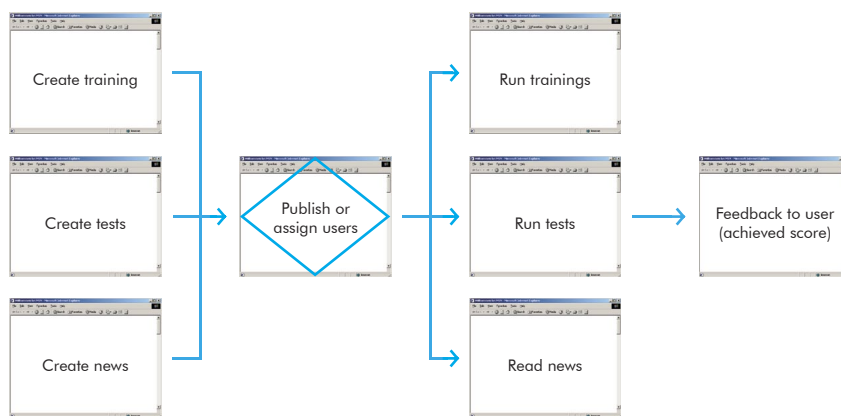
The i-qbox “News” features make sure that the USTER® sales teams located worldwide in Asia, the U.S.A, South America and Europe receive all relevant information at the right time, and enable specific information to be distributed to the respective user groups at a predefined time. Using the “News” features, it is possible to assign online training units and tests to individual users or to allow users to select their own training units and tests (push-and-pull strategy).

Knowledge Management

Online training units form the basis for informing and instructing users on products, technologies and solutions. The user-friendly authoring tool allows quick creation and modification of learning contents and easy integration of test questions for users to assess their knowledge immediately. Usually, training units are at the users’ unrestricted availability, i.e. users can go through every training unit as many times as they want.

USTER® uses tests to assess the users’ knowledge. Every test can be repeated twice – after a waiting time of at least one month.

This makes sure that USTER® achieves its prime goal: keeping the sales staff’s knowledge up-to-date at any time.



Conclusion

Due to its user-friendly features and the possibility to score bonus-dependent credit points, USTER® employees around the globe use the system very frequently.

“USTER® was looking for an international e-Learning program for the contents developed by our product specialists in the marketing, sales and textile technology areas. USTER® LEARN & EARN consists of a product and sales training section and comprises different interactive online tests. Our e-Learning program is part of an integrated training program for the worldwide located USTER® employees and sales staff.”

Suzanne Gräser

Head of Marketing Communications, USTER Technologies