



MobieTrain
Change Behaviour. Boost Performance.

proximus

Proximus Case Study

Background



As the largest telecoms company in Belgium, Proximus prides itself on the training and development of its 14,000+ employees. They already have a substantial L&D toolkit in place, combining traditional methods such as face to face coaching and eLearning.



largest telecoms
company in Belgium

>14K

employees



substantial L&D
toolkit in place

Challenge



Despite their existing toolkit, Proximus wanted to update their training to make it more personalised, time and cost effective, and relevant for their diverse workplace. They also wanted to digitise their robust coaching process to provide greater engagement, personalisation and tracking.



What We Have Done Together



Proximus wanted to use MobieTrain's mobile microlearning tool to reinforce and complement their existing offering as part of a blended learning approach.

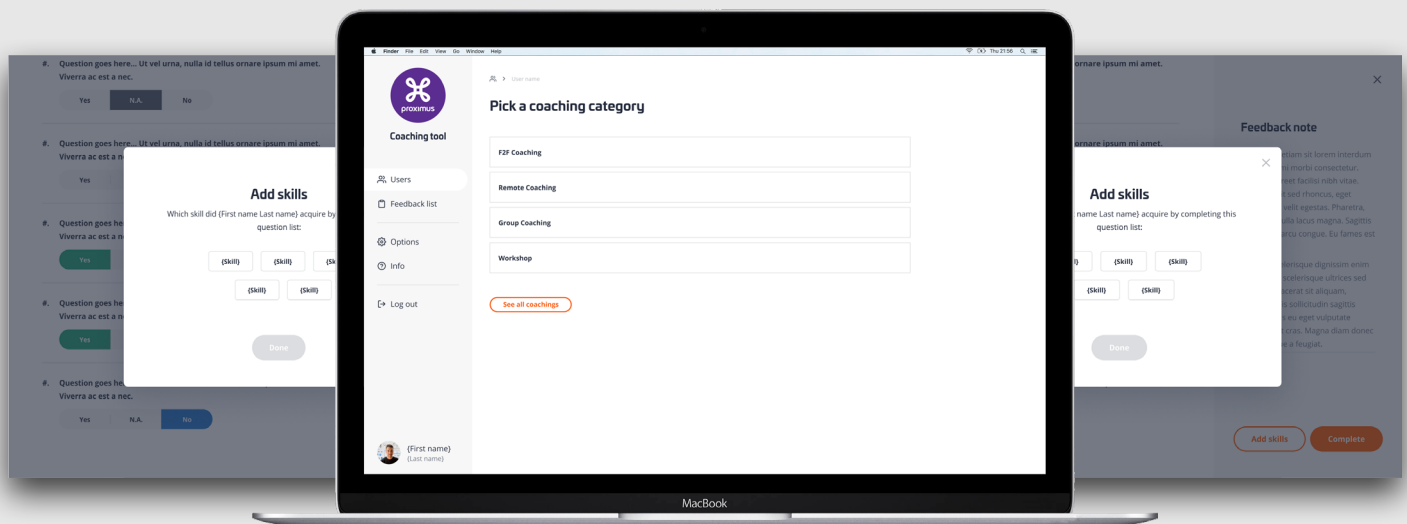
Firstly, MobieTrain was used as an entry-point for further training. Through delivering short introductory content via our mobile tool prior to their more costly, longer LMS and f2f training, Proximus could assess knowledge gaps and identify the need for further learning. This also better motivated employees themselves to continue learning about that topic.

Secondly, they developed specific, standalone training on topics that are best suited to our engaging microlearning format. Through gamification and multimedia content such as video and quizzes, Proximus focused on quickly onboarding new hires in a fun and user-friendly way.

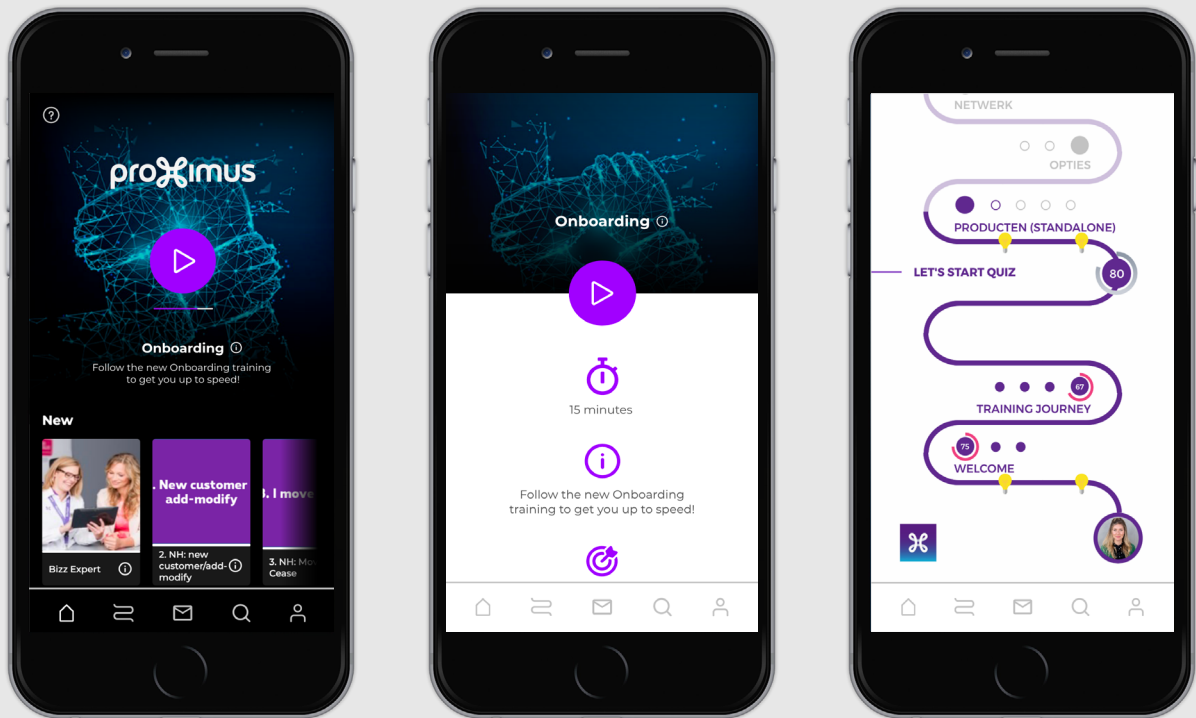


On top of the 60+ onboarding and product-focused learning paths that were developed, their technical team quickly saw MobieTrain as an opportunity to provide easily accessible technical knowledge to their installation and sales teams.

Always keen to help our clients with their business objectives, we also worked with them to co-create a bespoke coaching tool. Within Proximus, employees and management are continuously coached on certain topics and skills. Coaches have different “coaching grids” which they use to evaluate employees, which then result in action plans for the users.



We worked with Proximus to transform their coaching into a digital environment that links with our learning tool, to activate specific coaching based on how an employee is progressing. This identifies specific skill gaps and provides greater personalisation, improving both their current coaching and employee knowledge retention and engagement. This can be used independently as a coaching tool, and employees can also request coaching themselves to drive their own development.



Outcome & Benefits



Our partnership with Proximus continues to be a great success, with Proximus easily and quickly creating around 90% of their own training content, and achieving the following results thus far:



93% User Adoption and 80% User Satisfaction Score



Better results: when tested in a control group, employees that used MobieTrain scored 20% higher in an end of a module test



82% Engagement (with 82% completing 80% of the learning paths)



About MobieTrain

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MobieTrain

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Knowledge is our forte, and it is our mission to empower employees with the knowledge that they need to succeed. With mobile-first training, employees are put at the heart of their own learning and development, which leads to better customer experience, employee engagement and impacts business' bottom line.

Our vision is to define the global standard for mobile learning to boost productivity and sales in the workplace, one employee at a time.