

Case Study Technology

When Microsoft was launching the latest version of its popular Windows® Mobile operating system, they were seeking a partner to design, develop, and implement eLearning around its release. BI WORLDWIDE was chosen to be their partner.

Challenge

Develop a custom eLearning program to provide consistent product knowledge and build internal awareness for Microsoft's new Windows Mobile operating system.

Solution

BI WORLDWIDE produced a self-paced eLearning course that covered all aspects of the new operating system's launch. From product positioning and messaging to the benefits the new system had to offer, employees and partners completed a pre- and post-test to ensure comprehension. Microsoft even had giveaways of their signature music players to boost enthusiasm.

Results

Nearly 1,100 participants achieved a 91% post-test score—a 20% increase over pre-test scored. With its success, the course has been translated for use on mobile platforms and been distributed to retailers as well. Together, Microsoft and BI WORLDWIDE earned a Brandon Hall Excellence in Learning Award for the work.

eLearning Course

