



Mission accomplished.

This automotive company worked with BI WORLDWIDE and Bunchball to develop a solution to streamline training for service technicians and managers within dealerships across North America.

Challenge

The client wanted to elevate the central program as the focal point of the dealerships' performance and the associate experience, maximize growth and increase customer satisfaction in a historically difficult community to engage.

Solution

The company chose **Bunchball Go**, a mobile friendly program, to engage users and drive them to goals on their training portal. Bunchball Go led the users to training missions and manager communications while rewarding them for efficiency in repairs.

Results

A high percentage of active users are engaging with the portal—more than double the initial expectation. Push notifications and missions positively affect technician engagement while leaderboards drive collaboration. Due to the flexibility of BIW's Nitro® solution, the program was able to quickly adapt to changing business needs. Missions were created in real-time that led service techs within dealerships to access and learn vital information around the COVID-19 pandemic.

The **Bunchball Go** mobile platform led users through training missions and manager communications while rewarding them for efficiencies in repairs.

- User engagement in the program **doubled** over initial expectations.
- Push notifications, real-time missions and leaderboards drive engagement and collaboration.

Program
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