

# PERFORMANCE SUPPORT FOR SELLING LIFE INSURANCE



## CHALLENGE

A leading **Life Insurance Company** had extensive content on sales training in the form of **Flash-based courses**, which were not accessible on multiple devices. Through this project, the company wanted to go for a **mobile adaptation** of this existing content, and at the same time, offer enhanced learner engagement.

## SOLUTION

The company worked with **Upside Learning** on two types of projects:



1

### Redevelopment with Nuggetization:

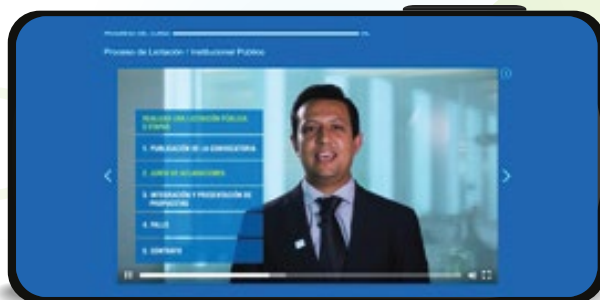
To redevelop their existing courses to be compatible with their custom platform, and available in multiple languages

2

### Live-action videos with Superimposed

**Animations:** to provide a media-rich experience for learners undergoing sales training. Existing live-action videos featuring experts were to be enhanced with superimposed visuals and animation to provide an effective solution.

While the content in both projects was directed at sales learning and support, the development scope differed. The expected outcome in both cases was to have an engaging, **mobile-compatible solution** that learners could easily access through the entity's custom platform.





## IMPACT



The redeveloped courses deliver curated content in a mobile-compatible DAP output.

The nuggetization itself helped streamline the content delivery-learners now have the opportunity to navigate to a particular nugget without having to go through the entire curriculum.

1



The Live Action videos represent an enhanced output containing relevant animated imagery in synchronization with the narration. The use of additional visuals adds value to the content the expert intends to convey, making for a more impactful learning solution.

2

## HIGHLIGHTS



Development of learning nuggets and videos that were compatible with the company's custom platform (DAP) which would enable them to host these videos on DAP and provide learners access to them.

Development of mobile-compatible learning units, providing learners 'anytime-anywhere' access.



Delivering an enhanced learning experience through structuring the existing content into easily assimilable 'nuggets' (videos of 4-5 minutes duration).

Delivering a visually appealing learning experience through the use of rich 2D visuals superimposed on the live-action video, representing a composite solution.

