

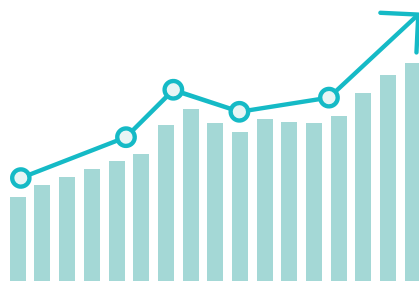
# DigitalDOJO

Delivering Just in time, Just enough, Just for me learning

## CASE STUDY

### Fairfax Marketing Services

Fairfax Marketing Services uses DigitalDOJO to deploy FMSXpand and leverage highly-focused on-the-job performance support from their face-to-face training, transforming their sales force and growing their business.



“ Last week’s engagement and usage went beyond expectations... I’m super excited to broadcast that [name withheld] engaged, learnt and made two sales directly from using [FMSXpand]. These sales combined generated in excess of \$10k in revenue. ”

Joel Brewer, Head of Channel Sales  
Fairfax Marketing Services

#### AT A GLANCE

**Client:** Fairfax Marketing Services  
**Project:** FMSXpand  
**Product Type:** Content Management System

#### Key outcomes:

- Increased ROI from face-to-face training programs
- Immediate positive impact on sales performance
- High level of user engagement with the system’s curated content



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Transforming learning events into learning campaigns.



## BACKGROUND

Fairfax Media is one of Australia's best known and respected media outlets. Like most organisations in this space, Fairfax is undergoing significant changes as it adjusts to the needs of doing business in the digital age.

Part of this change involves up-skilling their sales teams, but this would prove to be only half of the task. With technology and product offerings moving so fast, performance support via on-the-job training tools was identified as crucial to the program's ongoing success.

The solution? Training events. However, the problem with face-to-face training events is retention (especially the lack of it in the mid-to-long term). On this basis Fairfax needed a way to keep at the forefront of their sales-people's minds all of those key messages and all of the verbal toolkits that are crucial to successful digital sales.

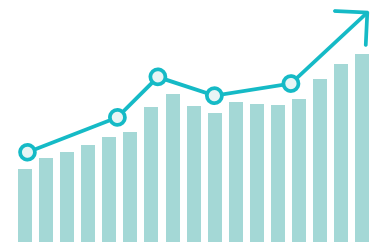
## THE GOALS



To support the transformation of a sales force from "Professionals of Print/Digital Advertising" to "Masters of Digital Advertising".



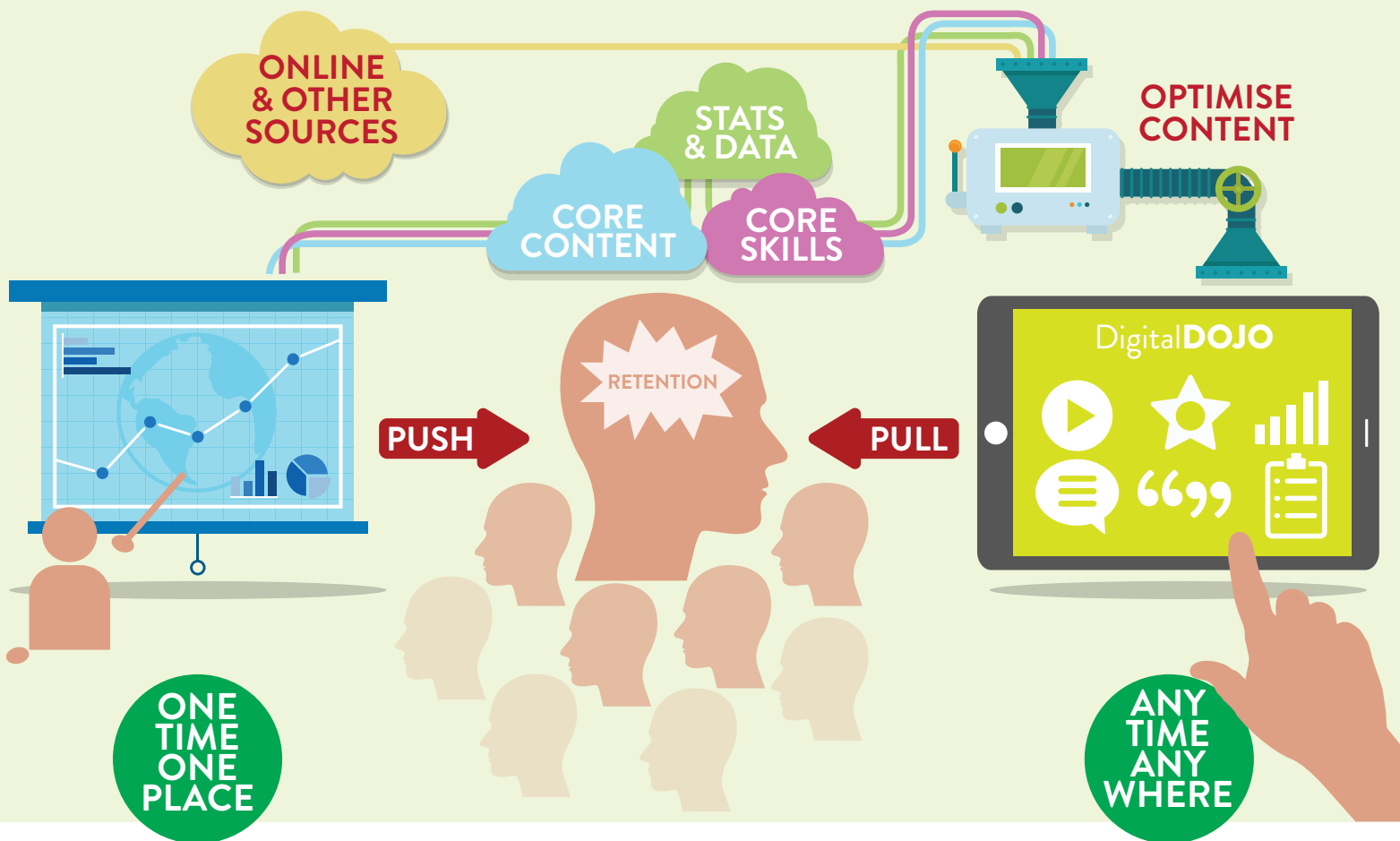
To engage 15% of 600 salespeople as active users (accessing content once a week) using some form of gamification.



For those active users to improve their sales performance by closing the deal on at least one top-of-the-line product per month.

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## WHAT'S THE SOLUTION?

FMSXpand, built on the DigitalDOJO framework, is a Content Management System geared directly towards performance support and is integrated with an LMS-type back-end.

This solution demanded a highly focused JJJ approach to learning design: *Just in time*, *Just enough* and *Just for me*, while incentivising engagement using a reward system of appealing badges.

### Just in time

Making the content available in a non-prescriptive structure allows learners to “pull” content as they need it.

### Just enough

Designed to make specifically curated and produced, bite-sized content readily available on mobile devices.

### Just for me

Users are able to favourite the content they use most, making it quick and easy to find. The commenting functionality creates a platform through which users can ask questions and discuss the content with their peers and with experts.

Xpand enables Fairfax to develop a long-term learning campaign based on their face-to-face training sessions. How? Xpand is populated with content that is curated from a three day face-to-face training event (as well as content from other sources). More importantly, future face-to-face training can be developed with Xpand's supporting function in mind.

It allows administrators to track usage while allowing users to interact with the content (eg posting comments and feedback). In combination, this data can be used to measure which content items are impacting positively on performance, or to identify areas in the business which may need more encouragement to engage with the content most likely to improve performance.

## EARLY DAYS, BIG RESULTS

Considering our goals of skills transformation, user engagement and improved sales performance, this is what we've seen in the first month:

### Transformation



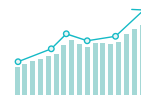
Users' comments (see next page) demonstrate excitement about the opportunity for professional development and its impact in helping them communicate more effectively with clients.

### Engagement



400 active users (that's 67% of the sales force), with over 25% of users accessing more than 25% of the content - there's a lot of content and it's being accessed at a rate of 1200 views per week.

### Improved performance

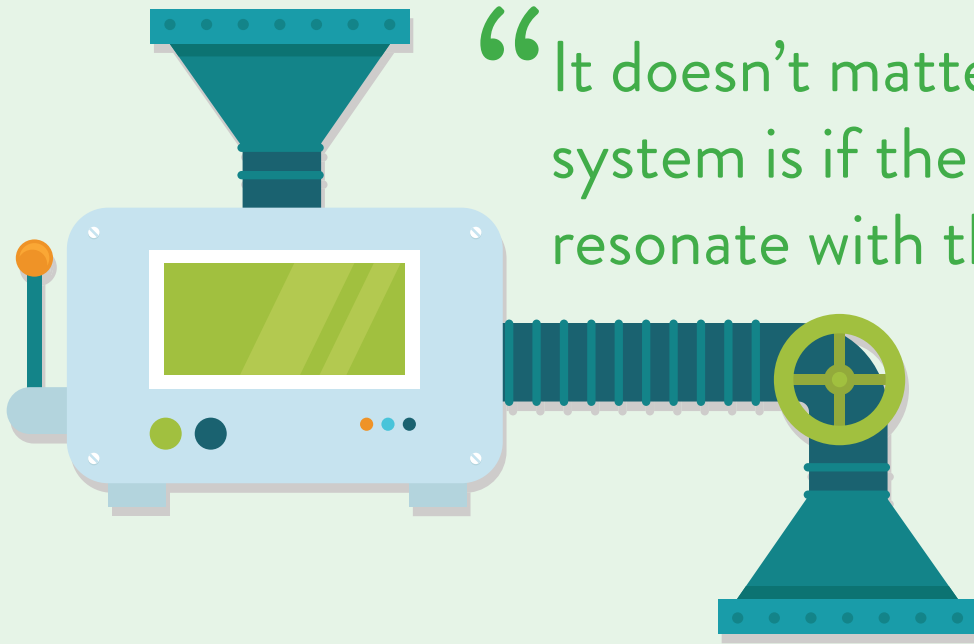


Fairfax reports that sales attributed directly to the use of content on FMSXpand have already paid for the system. Salespeople are winning business and Fairfax has a measurably positive ROI.



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“It doesn't matter how good the system is if the content doesn't resonate with the audience...”

## SOME LIVE COMMENTS ON THE CONTENT FROM FAIRFAX USERS

This is exactly the information the client **NEEDS** to know! How can you say no to that?

*Submitted on 05/06/2015 at 9:46 am*

Great ready-reckoner and quick reference guide when on the go with busy customers who quickly want to get price and feature comparison.

*Submitted on 30/05/2015 at 11:26 pm*

Love watching videos... very motivating, inspiring & Insightful. If you don't believe in yourself and what you are offering...neither will the clients!

*Submitted on 04/06/2015 at 12:39 pm*



This one will come in handy when out seeing clients. The ability to show clients the quality of our product through live examples is very powerful. I will be clicking favourite on this one now!

*Submitted on 29/05/2015 at 2:07 pm*

“... and it doesn't matter how good the content is if no one sees it.”



### Gamification

FMSXpand uses a system of badges to incentivise users to view more content. The more content they view in the various categories, the more their status increases through bronze, silver, gold and diamond themed levels.