



SKY DEUTSCHLAND FERNSEHEN GMBH & CO. KG

Sky Deutschland is one of the leading entertainment providers in Germany, Austria and Switzerland. They offer a range of the best live sports, exclusive series, newest films, various children's programmes, exciting documentaries, and comedy shows – many of them being Sky originals. The viewers can access these programmes from their home as well as on the go by using Sky Q and Sky Ticket. Sky Deutschland, with its head office in Unterföhring near Munich, is a part of the Comcast Group und belongs to Europe's leading media and entertainment corporation, Sky.

Challenge:

- In the past, promoters who sold subscriptions on their own terms were responsible for marketing the company's products. This resulted in an enormous effort to coordinate the independent sales representatives.
- In 2020, the company opted for a reorganization that subsequently relied on their own sales personnel. Along with structuring a seller pool of approximately 500 employees, there came the need for a renewed Onboarding programme.
- Goal of the new concept: efficient onboarding of the new sales staff to instill expectations of high quality while considering individual competence levels – from beginner to experienced.

Solution:

- Utilizing the adaptive learning platform, existing knowledge and experience of the individual is acknowledged so that each sales employee can complete the modules at their own pace with essential learning resources.
- The Onboarding process can take place online rather than in person. Sky Deutschland combines the adaptive learner modules with online live events, therefore saving travelling expenses and allowing more time in the workspace.
- A large portion of the digital Onboarding process can be covered with currently 10 produced learner modules.
- The sales employees were split into 4 groups where they were individually coached and tended to by trainers.

Results:

- The implementation of Area9 Rhapsode™ into the overall concept of the Onboarding process was successful.
- In 2022, the created modules will be used by up to 1000 employees.
- Via the adaptive learning approach, the motivation of the sales team increased as each person only viewed the content that was needed. This enormous learning effort was efficiently implemented.

"Answered questions incorrectly - no problem - the system helped me understand the topics better. Sky E-Learning guides me safely to the goal and has made learning easy."

Carolyn S.
Sales Advisor

"Area9 E-Learning was easy to understand and never boring."

Ilka Z.
Sales Advisor



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