



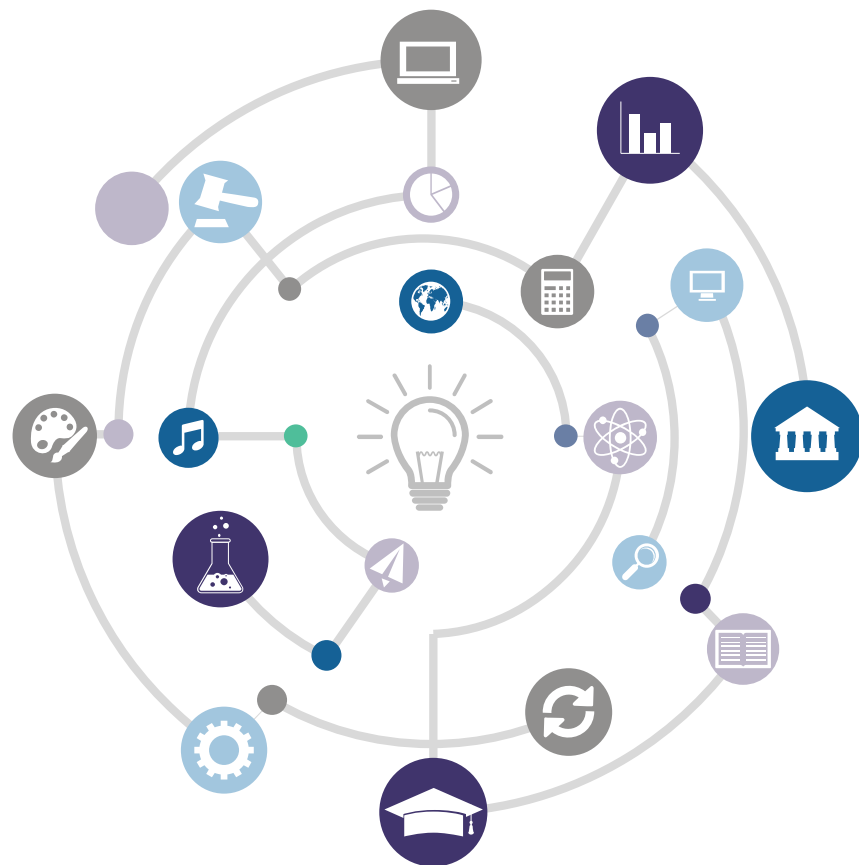
A **First** Meridian Company



# Microlearning Solutions for Corporate Training

*Transforming Employee Knowledge & Productivity*





## Introduction

Who We Are & RapL Overview



## RapL For Employees

Mobile Microlearning Solutions

A background image showing two people in business suits shaking hands over a table with papers and a pen. The image is dimmed to serve as a backdrop for the text.

# *RapL*<sup>®</sup> | INTRODUCTION





## | ABOUT INNOV

A market leader in manpower business, focusing on every aspect of hiring, workforce management, integrated facility management and HR technology



75,000+  
Associates



350+  
Clients



1350+ Cr.  
Annual Revenue

## OUR SERVICES



Workforce  
Solutions



Enterprise  
Facility  
Management



Technology  
Services

For more info, log on to [www.innov.in](http://www.innov.in)



[www.innov.com](http://www.innov.com)

## ABOUT US

WHO WE ARE



[www.firstmeridian.com](http://www.firstmeridian.com)



## | ABOUT FIRSTMERIDIAN

An HR Investment Platform formed by world-renowned investors and empowered by technology and innovation in Staffing, Managed Services, Recruitment & HR Automation



100,000+  
Associates



1100+  
Clients



1100+  
Locations

## OUR COMPANIES



## OUR INVESTORS



How does a large Tech organization like, **Microsoft** or **HP** train its sales and tech support staff across multiple locations on regular product updates, sales promos and tech issues?

Traditional one-time or periodic classroom training of sales and services staff is grossly inadequate & ineffective

How does a fast-growing company like **Amazon AWS** ensure proper sales, services and customer tech support by its associates & partners spread across the world?

Front-line, blue-collar jobs are at risk due to e-commerce, automation and AI

How does a global ITeS firm like Accenture or **CapGemini** empower its consultants and tech professionals around the world on latest technologies, products and services on a continuous basis?

Effective training, upskilling and continuous learning are business critical for the employee and employer success



How does a large organization like Casio, Croma or Nike train its employees spread across hundreds or thousands of outlets and locations?

Traditional one-time or periodic classroom training of sales and services staff is grossly inadequate & ineffective.

How does a fast-growing company like Amazon or Flipkart selling millions of products per month ensure proper installation and customer service by its thousands of associates spread across the country?

Front-line, blue-collar jobs are at risk due to e-commerce, automation and AI.

How does a global MNC like Shell, Maersk or Starbucks train their employees around the world on every product launch, process change or everyday issues?

Effective training, upskilling and continuous learning are business critical for the employee and employer success.

# MOVING BEYOND CONVENTIONAL TRAINING

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One time training does not guarantee learning or knowledge retention



Lack of visibility of knowledge gaps in the organisation



Difficulty in identifying most and least knowledgeable employees



Employees are not motivated to learn



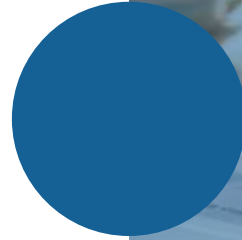
Onboarding new staff is a painstaking process in high attrition roles



Short product lifecycles and frequent process refreshes require constant updates

## MANAGERS ARE FINDING IT HARD TO...

- Identify employees who are good and who need training
- Train/upskill their team members and ensure knowledge retention
- Use continuous training as a USP to attract and retain top talent



## EMPLOYEES ARE FINDING IT HARD TO...

- Handle customer questions effectively
- Upsell and cross-sell effectively
- Enhance customer experience
- Make product recommendations and become brand ambassadors
- Build a loyal customer base
- Provide after-sales support & resolve issues



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YOUR PEOPLE PARTNER

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“If every employee is as good as your best, what would be the impact on your bottom line?”



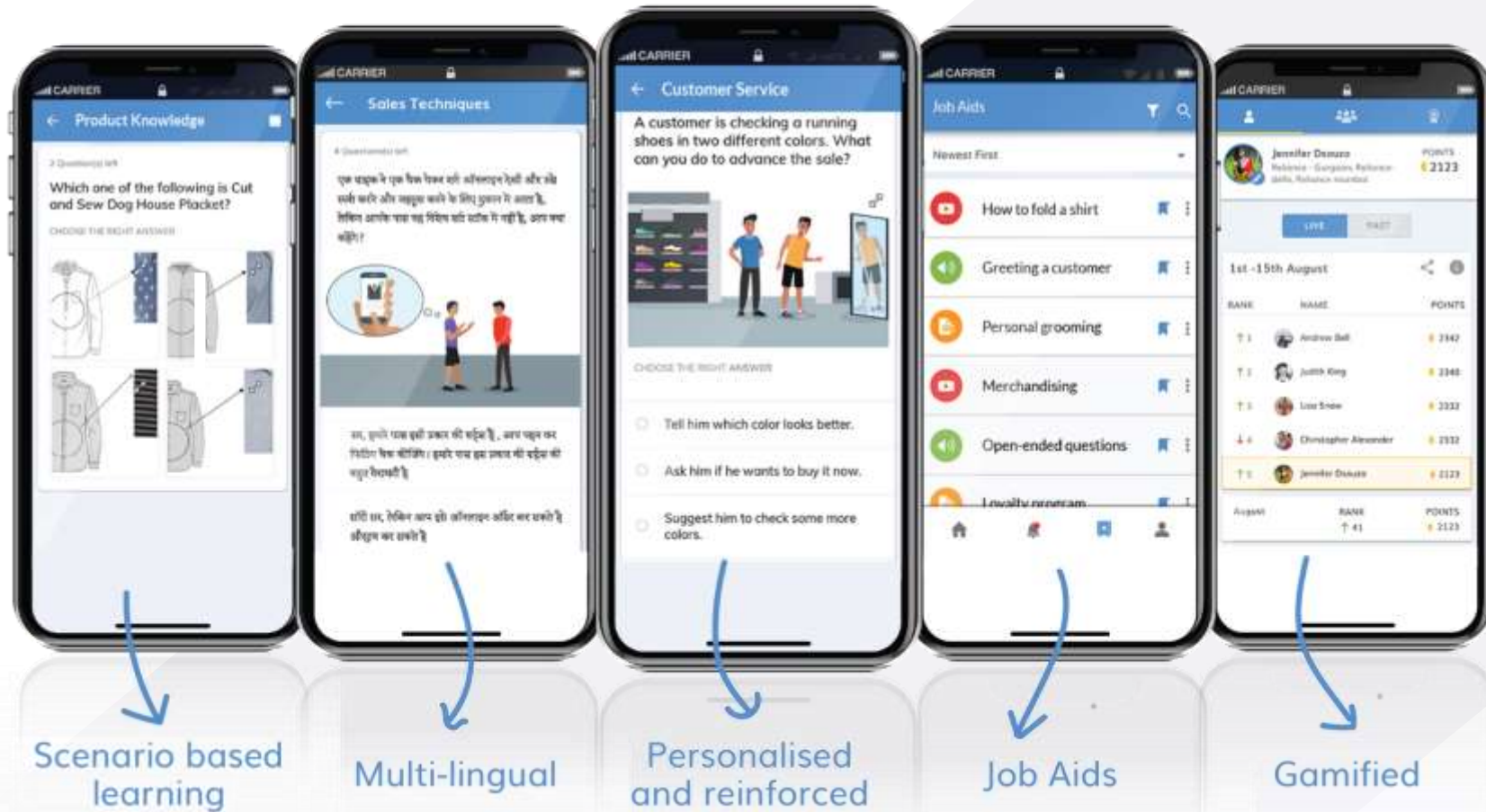
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## Our Vision at RapL

- Empower your front-line employees and build a next-gen workforce
- Identify knowledge gaps
- Use a mobile-enabled solution to fix them automatically
- Build an engaging learning experience

# We empower front line employees with job critical knowledge in an engaging manner



# RapL solves the limitations of conventional training methods and enables employees to stay focused on their key KPIs



## **Application / scenario based**

Theoretical training material



## **Daily, quick training bites**

Infrequent refresher trainings



## **Personalised & adaptive learning**

One size fits all model



## **Delivered on the mobile**

High cost of training logistics



## **Does not take time away from sales**

Takes the employee's time  
off the shop floor



## **Making Learning a Happy Habit**

Manual intervention in pushing  
employees to take the training



## **Fresh, fun & gamified**

Outdated training content



## **Rapid content development**

Long lead times for new content



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# RapL | HIGHLIGHTS



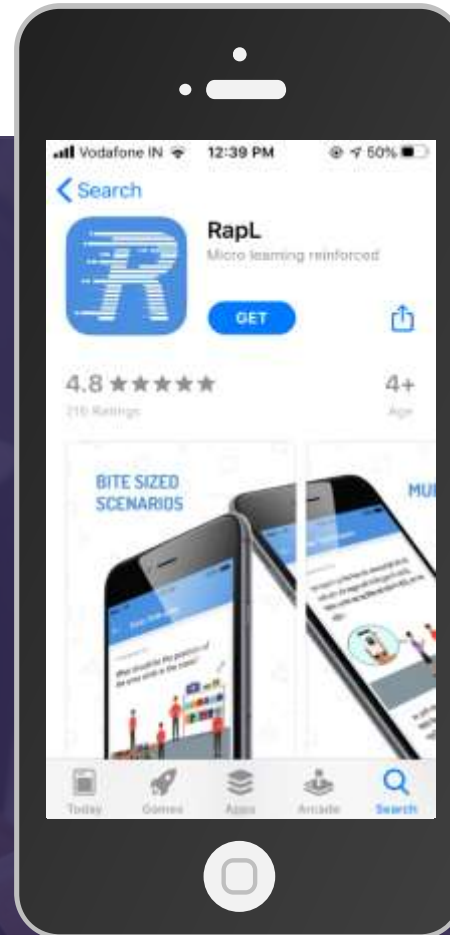
**50,000+ Employees**  
use RapL every week



**70,000+ Scenarios**  
attempted every day across 10  
languages



**3 Minutes**  
spent on RapL every day  
during work breaks or before  
work



**From 60% to 90%**  
Improved knowledge in 4 weeks



**95% Employees**  
report increased knowledge  
retention



**4.6** on Play Store  
**4.8** on Appstore





# RapL | OUR CUSTOMERS



Soft-line Retail



GO COLORS!

Hard-line Retail

CASIO



Quick Serve Rest.



Faasos

E-Commerce



Transportation



Ashok Leyland

Energy



BPO



BFSI



FE CREDIT  
VAY TIÊU DÙNG TÍN CHẤP

Healthcare



AJANTA PHARMA



Facilities



LARSEN & TOUBRO







**RapL<sup>®</sup>**

**Transform your workforce**

  
**First** Meridian

**INNOV<sup>®</sup>**  
YOUR PEOPLE PARTNER



# END-TO-END LEARNING SOLUTION



## MICROLEARNING APP

- Scenario-Based, Bite-Sized Learning
- Online Library with Job Aids
- Gamification Mechanics

## CONTENT SERVICES

- Ready-to-Use Scenarios – Product Knowledge, Sales Techniques, SOPs, Safety, Compliance, etc.
- Rapid Custom Content Development for Unique Scenarios

## EXECUTION, ANALYTICS & SUPPORT

- Dedicated Training Partner
- Employee Learning Path Monitoring
- Issue Resolution
- Database Updates
- Reviews, Analytics & Reporting



# INDUSTRY-SPECIFIC USE CASES



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## RETAIL

Training on products, SOPs, sales and customer service



## E-COMMERCE

Continuous training on customer service, new product promotions, new issues & processes

Installation, delivery & service staff training



## STAFFING, SUPPORT & FACILITIES

Fast ramp-up of new joiners

Training on critical process & soft skills for call-center support staff

Technical, safety & process training for construction/ facilities workers



## TRANSPORTATION & AUTOMOTIVE

Training for global employees – sales, order processing, safety and customer service

(across many countries and many languages)



## BFSI

Continuous, quick trainings for frontline sales force on new products (insurance, loans, investments)

Process, sales, relationship mgmt. & compliance training



## HEALTHCARE & PHARMA

Doctors & nurses need to be reinforced on critical process and procedures, safety and customer service

Regular updates on new cases, compliance and patient soft skills training

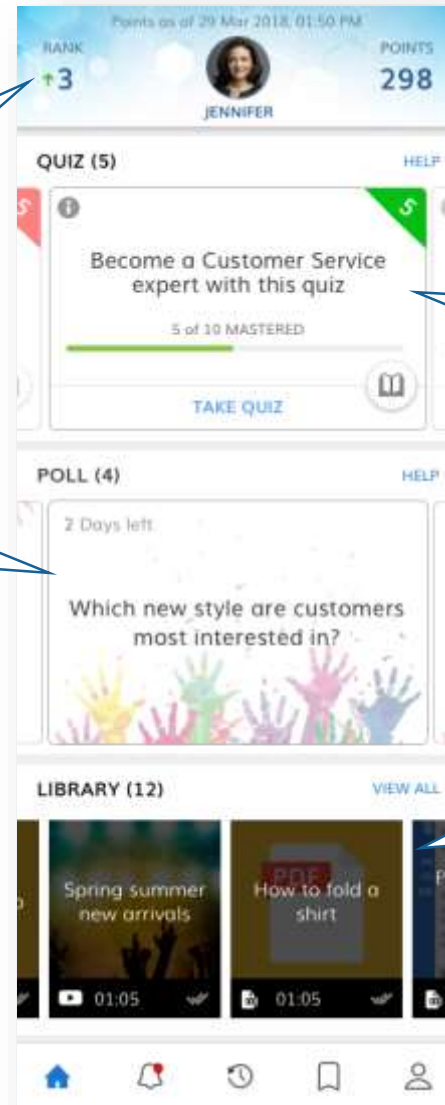
# PERSONALISED LEARNING EXPERIENCE

**Employee rank and points**  
How well are they learning

**Surveys/Polls**  
for on-the-ground feedback

**Scenario based quizzes**  
for every critical topic

**Online Libraries**  
with job aids for employees





# SCENARIO-BASED LEARNING


## SAMPLE TOPICS

### Sales Techniques

← Housing Loans: Part 1

8 Questions left

You have provided good service to the customer and successfully closed the sale. Now, how should you go about asking for referrals?



CHOOSE THE RIGHT ANSWER


☐ "Can you share three recommendations and introductions you can make for me, and I'll ensure I meet their expectations just like yours."

### SOPs

← Receiving products

4 Questions left

While performing random quantity checks, you found that for a carton with 45 cases, there is a variance of more than 2 pcs. What should you do?



CHOOSE THE RIGHT ANSWER

☐ Check 7 more cases

☐ Check 3 more cases

### Product Knowledge

← Product Knowledge

7 Questions left

Please identify the concealed placket in the options given.

CHOOSE THE RIGHT ANSWER




CHOOSE THE RIGHT ANSWER

### Customer Service

← Apparel - Customer Engagement

8 Questions left

A customer walks into the store but you are already busy with another customer, what is the right thing to do?



CHOOSE THE RIGHT ANSWER

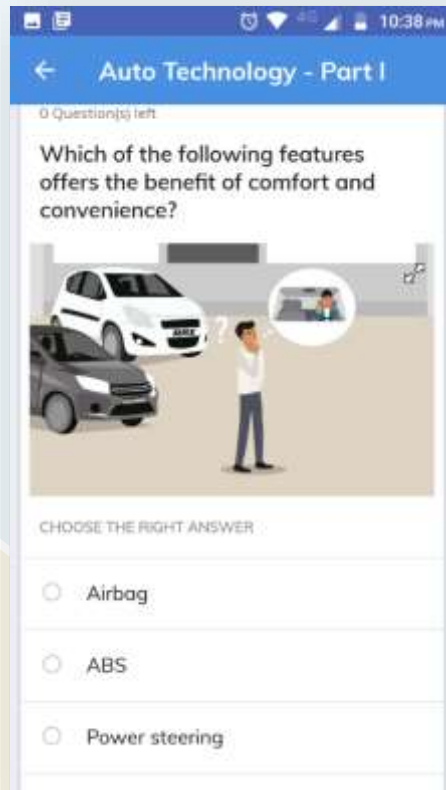
☐ Leave what you are doing and attend the new customer who walked in

☐ Smile at the customer and acknowledge his presence

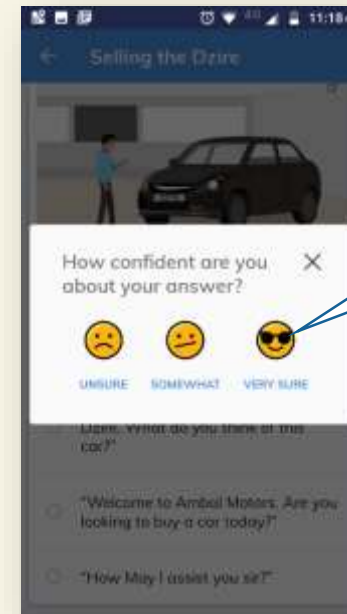


## LEARNING AND KNOWLEDGE RETENTION THROUGH DAILY QUIZZES

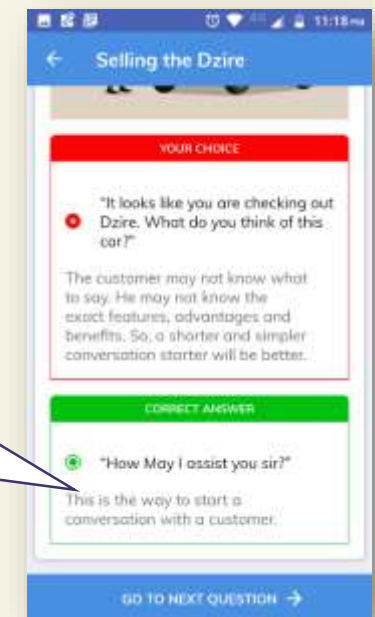
Practical scenarios are delivered daily to the employee



## EVERY QUESTION IS FOLLOWED BY A CONFIDENCE ASSESSMENT



The employee's confidence level is recorded for every question that is attempted



Answer is revealed immediately after each attempt



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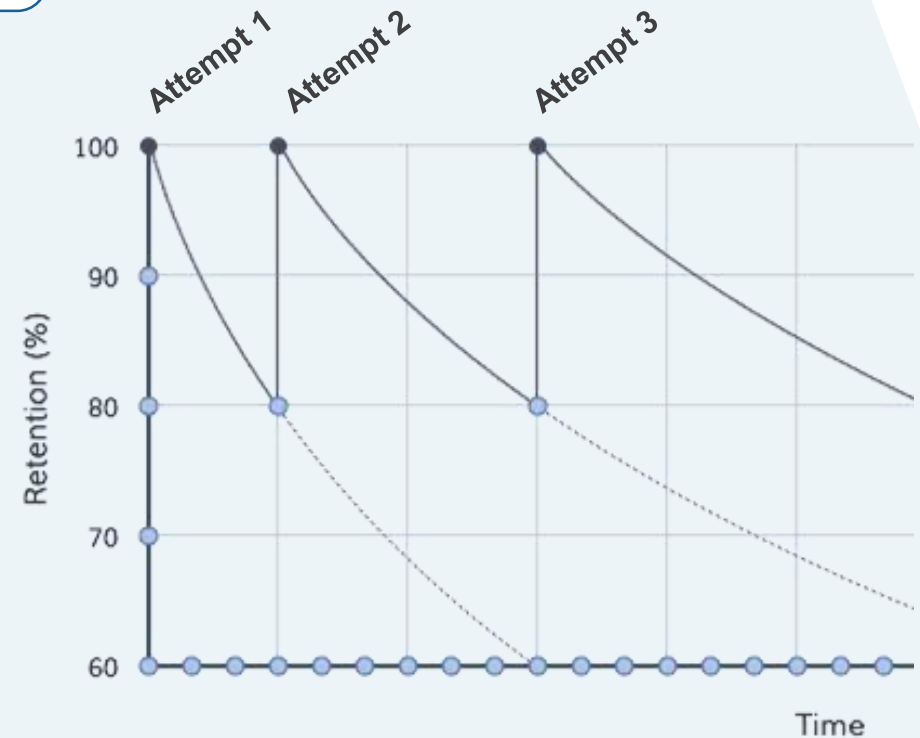
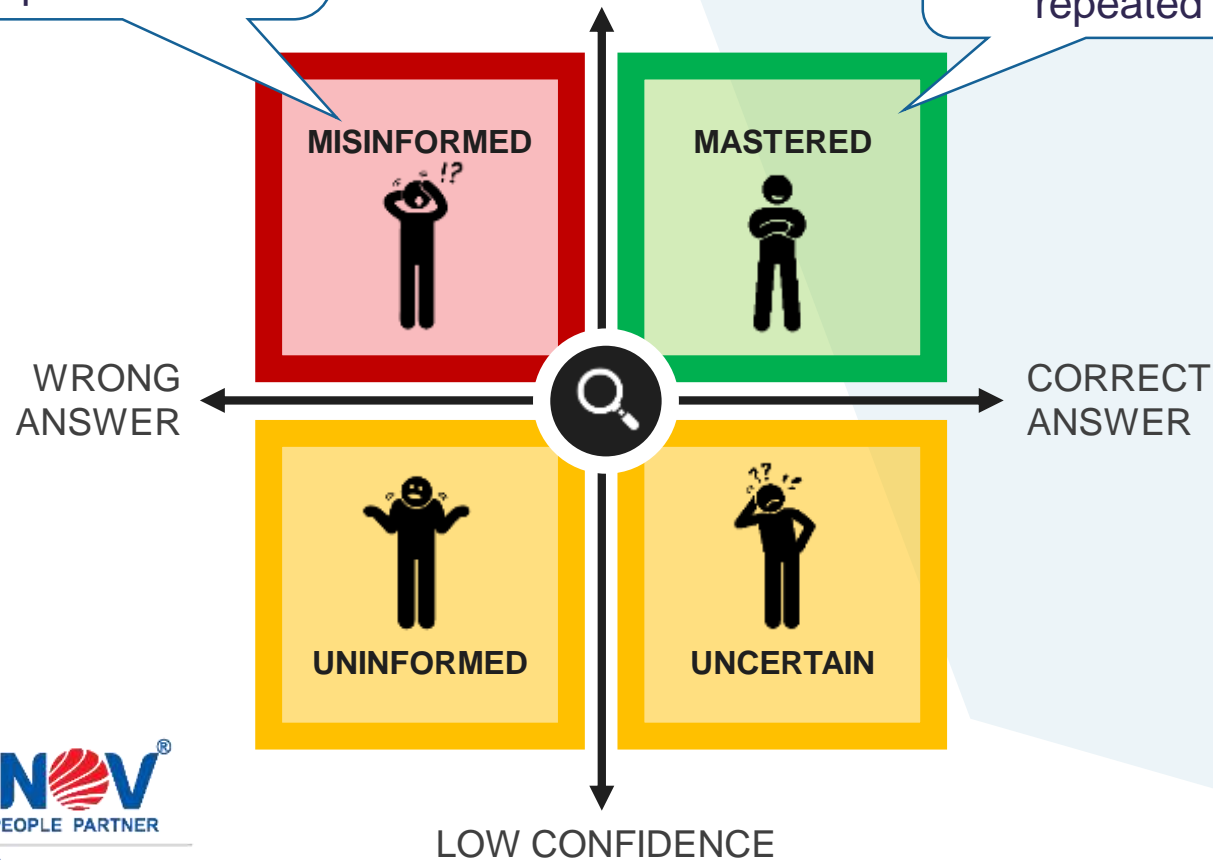
# RapL IDENTIFIES KNOWLEDGE GAPS AND USES SPACED REPETITION OF SCENARIOS UNTIL MASTERY

Based on the quadrant, scenarios are repeated after a period

HIGH CONFIDENCE

Mastered scenarios are not repeated

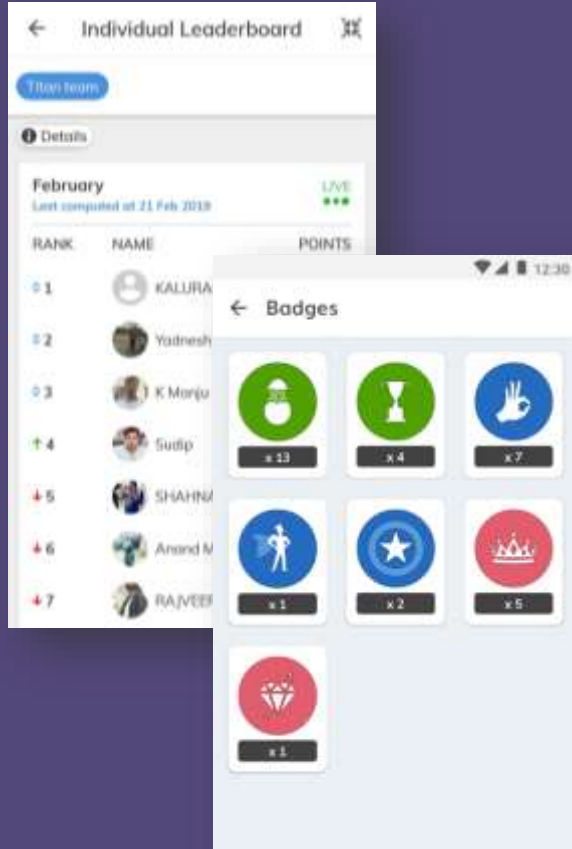
Spaced repetition is used to ensure retention



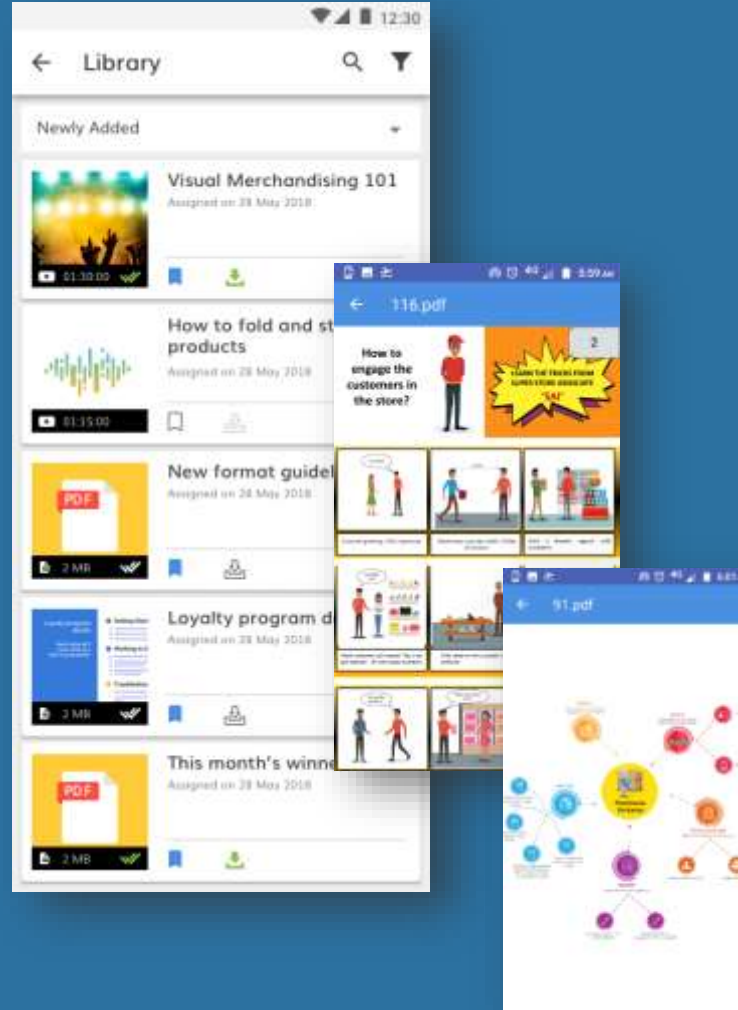


## GAMIFICATION MECHANICS

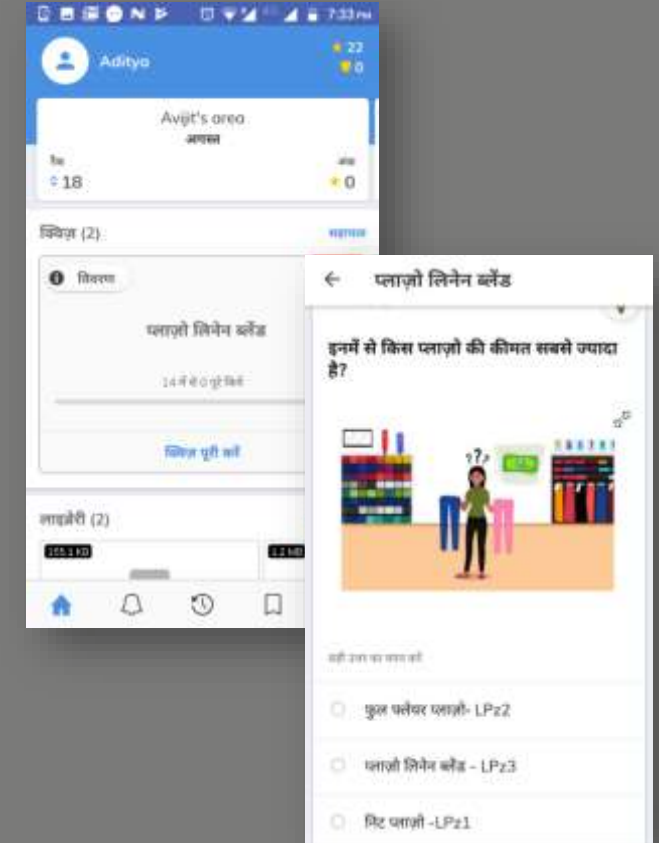
LEADERBOARDS, TROPHIES & BADGES



## ONLINE LIBRARIES WITH LEARNING & REFERENCE CONTENT FOR LEARNERS



## MULTILINGUAL 10+ LANGUAGES TO CATER TO DIVERSE DEMOGRAPHICS



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*A well-trained workforce is  
a winning workforce*

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# THANK YOU!

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