

TEACHING THE COMMUNICATIONS GIANT TO SPEAK

The Company

Nokia is one of the world's largest telecommunications equipment manufacturers and a world leader in mobile communications. Nokia connects people to each other and the information that matters to them with easy-to-use and innovative products like mobile phones, devices and solutions for imaging, games, media and businesses.

The Need

Nokia Americas set as one of its long-term goals to develop the imaging market as a key strategic intent towards development of 3G services such as streaming video or real time imaging. Nokia's carriers had already made the investment in the infrastructure to deliver this service and Nokia wanted to be the key player in the imaging space from both a product and service perspective. Their new phone, the 7250, was the second of many products to enter this space. Nokia wanted to pursue the integrated approach to reach this market while some competitors were attempting a modular strategy. Nokia came to Palatine to help them promote the integrated camera, which enables more advanced MMS creation and personalization capabilities and drives Nokia, operators and third parties to create new and exciting services and to clearly differ the product from competitors and earlier product range by new design and completely new SW features. Their slogan was to be "Turn Heads, Set the Tone, Be In The Know, Have It First." They needed a creative agency like Palatine with training experts who could meet the requirements and develop the training within 90 days. Working outside their regional area (Dallas), they turned to a new vendor in New York City who could deliver the solution.

The Customized Solution

Palatine had the task of making sure Nokia's toughest audience—the sales agents—not only understood each sophisticated phone, but also loved it! Our mission was twofold: to create a powerful, emotional rapport between sales agents and Nokia as a brand, and to make each complex GSM phone highly memorable. Palatine came back with a full training package that consisted of an e-learning simulation distributed via the web and on CD rom, that was flash-based, highly interactive, scenario-based (how to sell product/probing questions), game-oriented, with embedded collateral (pdfs), a sexy flash intro as teaser, Netscape and IE functional. Following the initial solution, Nokia added on additional versions that were carrier specific materials that could be customized for their service offerings.

Impact:

Nokia set itself the long-term goal to take training from being a mere cost of doing business to becoming a critical cornerstone of Nokia's success. Over three years that the Palatine Group has been a partner in that endeavor, our blended programs for phones have, in each instance, created a message that was informative, memorable, and sealed a powerful emotional rapport between sales agents and the Nokia brand. Sales representatives and agents in the US, Canada and Brazil, energized by their learning experience, translated their enthusiasm and knowledge to customers, and increased sales. Among the phones that we helped introduce in the U.S. are the 3595, 5100, 6200, 6230, 6600, and 7250i.

Sidebar:

“Palatine Group approached our project with vision and drive that allowed them to understand a very complicated program very quickly. Their strong creativity and learning fundamentals have allowed them to make impactful contributions to our program.”

—Scott Gaines, Director, Nokia Academy

About Palatine Group

Founded in 1976, Palatine Group is a leader in Project Leadership and Project Management simulations and technology-based learning solutions. For 30 years, Palatine has helped its clients accelerate their organization's performance, providing measurable results, along with increased profits. Palatine has trained over 50,000 managers, and is the first private company to launch computer-based business and project management simulations.