



More and more companies are deciding to use Adventure-based Learning™

Munich, November 2008– Adventure-based Learning™ is becoming increasingly popular. In addition to Microsoft Deutschland GmbH, which made the innovative training tool available to its 30,000 partners and distributors, companies such as Deutsche Telekom, Datev, Nokia Siemens Networks, Novell and Swyx have also begun to use these online interactive role games in order to improve the knowledge of their employees.

“The sales Adventure has given us a novel and efficient way of communicating to our European sales partners the requisite product information, and at the same time helping them improve sales performance,” says Günther Junk, chairman and managing director of Swyx, as he describes the effect of Adventure-based Learning™. The manufacturer of software-based communications solutions recognized that dealers, when talking to customers, were sometimes confronted with questions which were often not in their particular subject area. For example, there was room for improvement regarding the implementation of Swyx products in telecommunications environments. . With the help of Adventure-based Learning™ Swyx increased the product knowledge of its dealer network and by doing so was then able to generate additional business. The “Swyx Sales Simulator” communicated specific product knowledge about the software-based telephone sets and gave tips on how best to present the solutions. With the improved dealer knowledge Swyx was able to overtake the competition in the channel and give its product portfolio a clear, competitive edge. The result was an increase sales. In addition, the customers benefited from the dealers’ enhanced product knowledge.



Customers of Nokia Siemens Networks have also profited from Adventure-based Learning™. The manufacturer trained its service team with the help of an interactive simulation to concentrate primarily on the customer, and realign its entire range of services so that they are more attuned to customer needs. The training covered sales, estimates, communication behavior. Because of its strict service orientation and seamless support, Nokia Siemens Networks managed to restore its reputation with its customers within a short period of time and renewed service deals with millions of euros.

In a pilot program, Deutsche Telekom Technischer Service GmbH (DTTS) similarly improved the skills and knowledge of 700 service staff. There are now plans to train all 20,000 field service employees through this approach. Whereas in the past, technical service operatives were primarily concerned with the installation and activation of connections, employees are now taught to perceive customer needs proactively. This provided the sales division of Deutsche Telekom with additional sales opportunities.

Similarly, DATEV is trying to increase the number of business opportunities with the help of Adventure-based Learning™. Its field service staff have used learning adventures to persuade owners and staff of accounting firms to expand their activities in the area of digital book-keeping, thus enhancing their competitive edge. In the framework of this innovative business model "Book-keeping With a Future," which is based on the growing digitalization of the data moving between companies and accounting firms, it is possible to identify crucial information needed for the management of a company. This then created additional consulting opportunities for accountants. The Adventure aims to persuade accounting firms that the model is to their benefit, and attempts to motivate them to offer these additional services.



Clearly, more and more companies are profiting from Adventure-based Learning™. Especially when compared to traditional training methods and eLearning, the online interactive nature of games offers a significantly better cost-benefit ratio. "It was impressive to see how quickly and how well Core Competence GmbH developed and implemented the Sales Adventure for our partners," says Johan Rosius, Vice President Partner Sales Novell EMEA. "The concept and the content can best be described as follows: Very creative and motivational."

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Core-Competence GmbH was founded in 2007 by the present managing partner Karl Berger and is the industry leader in the field of Adventure-based Learning™. The specialists at Core Competence use this method to develop individually tailored interactive simulations and learning games for their customers. The solution, which is accessed via a browser and deployed through a software-as-a-service model, improving the knowledge of employees and partners more efficiently and less expensively than traditional training and eLearning methods. Today, corporations such as Microsoft and Deutsche Telekom have already opted for Adventure-based Learning™.