Session #305
Site-level Learning at ExxonMobil

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Austin, TX • June 8 – 10, 2016
In 2013, there are almost as many mobile-cellular subscriptions as people in the world - 6.8 billion

According to the United Nations, more people around the world have mobile telephones than have access to a flush toilet

*International Telecommunication Union, 2013*
THE BUSINESS NEED

INTEGRATED PROGRAM FOR ~10,000 RETAIL SITES

Create the best customer site experience with 5 mystery shopper SCORES.
LEARNING NEEDS

FIRST TIME TRAINING AT SITE LEVEL FOR EXXONMOBIL

Independent 3rd distributors operate sites

Part of overall mystery shop program

Audience already familiar with expectations

Wide age range | primarily 18-25

Variety of personal devices & locations for training

High turnover
WHAT WE DID

LEARNING LIBRARY

Welcome to the Training Resource Center!
Select a training program to begin. Your progress will show as you complete the training and you can complete it as many times as you wish.
To learn more about each program, select the icon for a description.

REPORTING

SCORE ACTIVITIES
1. THINK MOBILE, NOT ELEARNING

DON’T JUST SHRINK ELEARNING!

Change the team:
• Mobile/app DEV teams not eLearning
• Flexible IDs

Be ready to evolve:
• No ‘perfect’ storyboards
• ID and DEV iterate together

The right team that thinks differently
Iterate together
2. SIMPLE, TARGETED GOAL

BEST SUITED TO SIMPLE GOALS | 2-4 CLEAR GOALS

SCORE
Good & Bad?

Fix It

Inform

OR
3. BROADLY ACCESSIBLE

10,000+ USERS IN THE USA

iOS8+ | Android Jellybean 4.1+
4. SHORT & SWEET

RETAIL AUDIENCE = HIGHLY INTERRUPTED, LIMITED ATTENTION

≤ 5 MIN

30 MIN in 30 DAYS!
Your turn...

www.dlc-inc.com/trc

Usernames:
guild1@example.com
guild2@example.com
etc...

Password: test
5. CONSISTENT STRUCTURE

LOW ‘OVERHEAD’

PATTERNS TIED TO OBJECTIVES

MINIMAL CONTEXT SETTING

CONSISTENT PLACEMENT OF CONTENT
6. RECOGNIZABLE INTERACTIONS

DON'T DO IT JUST BECAUSE YOU CAN

NO OR LIMITED EXPLANATION

MODEL DESIRED OUTCOMES (SCORE)

SIMPLE AND REPEATABLE

SUITABLE ON MULTIPLE PLATFORMS

CHOOS THE BEST

FIND THE PROBLEM

SCORE: Choose thumbs up or down

SCORE: Pick the best one

SCORE: Find the 5 problem areas
What makes a great Retail Experience?

Customers SCORE us every day...

Our Customers want...

What are we SCOREd on?

7. MAXIMIZE THE MESSAGE NOT THE CONTENT

—

STRAIGHTFORWARD LAYOUTS

CONCISE TEXT FOCUSED ON BIG MESSAGES

LARGE FONT (MIN 12 OR 14 PT)

USE REPETITIVE ELEMENTS
8. EASY TO USE TOUCH AREAS

BIG THUMBS – YOU KNOW WHO YOU ARE!

Buttons separated
Large touch areas

Simple layout
Quick to complete, no fiddling

ACT: Select the things that YOU can do at your site

- Clean pumps
- Remove temporary signage
- Replace decals
- Add receipt paper
- Repair card reader
- Clean nozzle/hose
9. ENGAGE & ILLUSTRATE

ANIMATION & ILLUSTRATIONS FOR MAIN THEMES

BIG IMAGES

SHORT AUDIO TO GUIDE

CONSISTENT USE OF SOUND FOR FEEDBACK
10. PLAN YOUR SUPPORT STRUCTURE

DON’T UNDERESTIMATE SUPPORT REQUIREMENTS
11. Evaluate Adaptive vs Responsive

Is there a ‘best’ practice?

Navigation placement varied between web & app and device.
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