



“We chose INXPO not only because they are strong technically, importantly, we believe their leadership in learning design will accelerate building marketing capabilities throughout our global organization.”

- Karen Adams, Sr. Director, Global Marketing Capabilities

Who is Mondelez

Mondelez International, Inc. is an American multinational confectionery, food and beverage conglomerate, employing around 107,000 people around the world. Their globally dispersed marketing workforce needed a web based enterprise-training platform to replicate a face-to-face experience. Mondelez wanted a marketing training program with an instructor, interactive elements, and the ability to conduct training in multiple locations at the same time. They also wanted to implement a program that could be scaled to accomplish all enterprise training functions.

Goals

- › Reduce training travel costs for all programs on a global basis
- › Encourage interaction during and after live training sessions
- › Create effective and creative virtual training materials that can be replicated in other enterprise training programs

Approach

Mondelez chose to work with INXPO to accomplish this project based on the range of technologies available and INXPO's ability to provide strategic guidance on how to create effective virtual learning material. Using INXPO's **Learning Environments** and **Virtual Classrooms** Mondelez piloted a 5-day marketing training program, which included a customizable welcome video, pre-work documents, and short video training sessions that incorporated badging and gamification to encourage participation.

Results

70%

of participants would recommend the virtual course format to a colleague

212

posts were made by highly engaged learners during the first day of training

61%

of trainees said they learned a new skill during the virtual training they can use on the job

3

countries were represented in the virtual training pilot, aiding regional collaboration