

Intuition Case Studies

Customer Education

Successfully engaging with customers can be key to growing your product sales and improving brand awareness and customer satisfaction. Our Customer Education solutions assist you with delivering online education resources, training and information materials to your diverse client base.

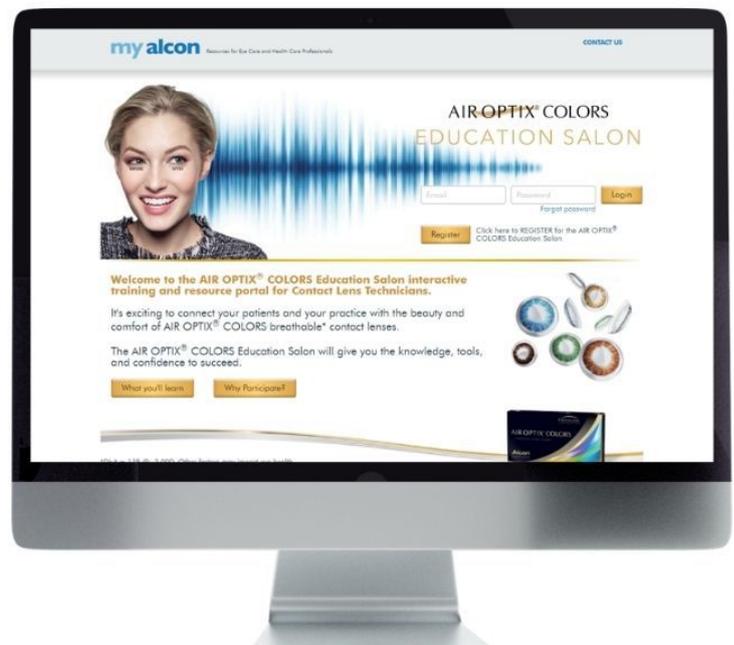
The Challenge

How to deliver product training to pharmacy staff in order to improve product knowledge and drive increased product sales.

The Solution

Intuition delivered a **Customer Education Solution** consisting of a high-end, publicly available web portal where pharmacy users could self-register to get access to the content, earn certification on successful completion of the content and unlock access to additional supporting materials.

The system interface and user experience were designed to exactly match product and company branding and provide a simple and intuitive way to access the content with no training or support overhead required, accessible via desktop, tablet or mobile devices.



Self-registration was provided to enable any user to sign up to access the training and a downloadable badge and access to additional product resources were provided to users on successful completion of the training.

A tailored administration and reporting interface enabled the client to keep track of new users, the effectiveness of the program and generate overall success metrics for senior management reporting.