



SAMPLE USE CASES & CLIENTS



TRAINING – Store training material and make it available to your audience 24/7, push quizzes and polls and share results, integrate with an LMS for even more functionality.



RECRUITING – Empower applicants to request applications by text message; communicate directly and update status of hiring process.



SALES SUPPORT – Reminders, content, alerts, news notifications, leaderboards, contests, and gamification.



ONBOARDING – Store onboarding guides and share new hire headshots and bios with your team.



HR – Store benefit information and HR manuals, empower employees to make plan changes.



CORPORATE COMMUNICATIONS – Share company news, updates, and surveys by text message or by pre-recorded audio messages.



MEETINGS – Custom-built apps with agendas, tasks, polls, videos and PDFs/slide decks.

ORGANIZATION DESCRIPTION	HOW ARE THEY USING TRAIN BY CELL	RESULTS
Regional carpet and flooring manufacturer	Sales training via text message and related links to sales team. Recently added ability for factory workers to access benefits guides via text opt-in and a link to a mobile guide built with the Mobile Web Authoring Platform.	Much greater knowledge retention with sales team. Initial results for factory workers show a great acceptance of accessing benefits and HR content on employees' phones. Historically this was printed material and rarely available. Now it's always current and accessible 24/7.
One of largest healthcare facilities in the U.S.	Weekly text updates to nurses. Knowledge quizzes for residents. Used by board of directors during meetings. Used by HR for diversity training. Used by performance support team for continued education.	Improved retention of knowledge (estimated 50% increase) because employees are constantly getting reminders. Internal dialogue about issues like diversity significantly improving.
10,000-employee technology company in Seattle	Transferring HR documents (benefits plans, manuals, etc.) onto Mobile Web Authoring Platform.	Printing, shipping and distribution costs of sending paper reduced by more than \$13,000 in first six months. The same information now available 24/7 on a mobile website.



ORGANIZATION DESCRIPTION	HOW ARE THEY USING TRAIN BY CELL	RESULTS
20,000-employee national association	Transferring all videos previously stored on intranet and LMS onto Mobile Web Authoring Platform. Sending links via email and text to affiliate members to watch videos.	Video viewership has increased by more than 400%. Salespeople getting new product information and believe it has had a significant effect, increasing sales of newer products that are introduced using the new video distribution method.
15,000-employee national banking organization	Loading all information travelling sales teams need to access onto mobile websites, making them accessible 24/7.	Sales of certain financial service products estimated to have increased by 10%.
National HMO provider	Using Train by Cell as a content repository. Historically, finding correct information when needed by employees was like looking for a needle in a haystack.	Calls to HR and Training Department requesting assistance finding material reduced by 2,000 per month. Estimated savings of \$6,000 each month. Additionally, employees are now empowered to make decisions on the spot, without delay.
One of the country's largest retailers.	Uses Train by Cell to store for in-store product and knowledge content for salespeople. Introduced microlearning via text messaging.	Sales of products highlighted with Train by Cell services sold at a rate two times greater than previously.
National thrift store and workplace training organization	Testing employee training using clients' own phones and increased customer interaction using text message coupons.	Increased employee retention. Coupon redemption translated to more walk-in traffic and increased sales.
Nationally recognized California university	Using text message alerts and mobile websites with games, alerts and general content to increase engagement with alumni. Historically, alumni engagement was managed through email blasts.	Significant increase in participation by alumni in alumni department activities. Increased donations to the university (approximately \$25,000 from new donors in a single test window).

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