



# Case Study:

## OnDemand Solutions

### Situation:

Clients are always looking for new and innovative ways to reach as many people as possible – both inside and outside of their sales organizations. Sometimes, the need is very time-sensitive. Other times, the message is slightly different between target audiences. Budgets are not always conducive to a national media campaign and, many times, a mass approach isn't necessarily the right one. AgCall developed our OnDemand™ offering as a turnkey solution to address the need for timely, customizable, interactive learning programs that can be accessed anytime, anywhere.

### Issues the Work is Trying to Solve:

- Deliver product-specific product education and training programs out to a remote sales force without requiring travel to a central location or trying to coordinate a date/time that works for everyone

### Business Objectives:

The OnDemand offering is perfect for companies looking to drive business value by quickly and effectively connecting their internal staff, retailers or customers to deliver valuable, relevant information or procedures that require mandated training.

- Complete, turnkey solution – AgCall works with the client's team or agency partner to develop specific messaging based upon each customer segment. All content is hosted on the cloud and live links are distributed via email.
- Platform that offers sophisticated tracking and reporting capabilities, collecting feedback from viewers, administering proficiency exams and implementing incentive programs for participation.
- Allows clients to quickly reach a large audience simultaneously to educate them on your product or service through presentations that are tailored to the specific audience.
- Reduces training and travel expenses and the hassle of coordinating schedules.
- Cost-effectively augments marketing, sales and training activities.
- Presentations can be viewed at the user's convenience and personal pace on a platform that is fully compatible with PC, Mac, Android, iPhone, tablet and other mobile operating systems.

### Strategy & Action:

- OnDemand presentations – a cloud-based platform for the delivery of timely, targeted programs that can be viewed anytime, anywhere the user has access to a web browser. OnDemand is an online, narrated, interactive video or slideshow presentation that can be used to better engage internal staff, business partners, prospects, and customers. AgCall brings all the essential elements together in one, complete package that can be accessed anywhere users have access to a web browser.

### Results:

For this particular campaign, AgCall developed four OnDemand presentations for seven target audiences. Each presentation delivered the same core message, tailored slightly for each audience. This campaign reached more than 1,900 unique viewers and was viewed 2,700 times. Using the individual user data that AgCall provided, the client was able to document proficiency and issue continuing education credits and employee certifications. This campaign has been expanded to include a grower component.