



Intuition Customer Education

Engaging customers in digital education requires the right blend of content and delivery. Whether educating distributor networks on products or updating customers on regulatory changes, a seamless UX must be prioritized. Furthermore, engagement data can be used to improve future initiatives and support sales and marketing efforts.

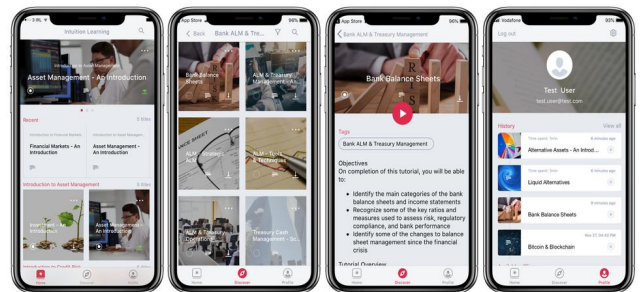
The Challenge

A global Investment Management Firm wanted to digitally educate their **distributor network** on their key product offerings. Their previous resource was an internal marketing tool that was tough to maintain. The solution offers distributors structured learning modules with updated content and utilizes real time reporting and engagement data.

The Solution

The solution required a blend of content design and delivery.

- Intuition worked with internal SME's and developed **custom content** specific to the client. The client also availed of our financial learning library content to offer distributors further learning and CPD opportunities.
- The **learning portal** promotes 5 key learning areas. Users access learning via self-registration which is linked to the clients website.
- The site was customized to reflect the clients **website and brand**.
- Seamless access to the 5 custom modules are also available via **quick links** throughout the site.
- An **opt in/out field** is filled out during the self registration process, aiding marketing teams in obtaining consent for future communications..



Daily usage data is also pushed to the clients internal marketing portal. Additionally, a **monthly report** containing registration data is also derived from the platform. This is helping the client gain valuable insights into their distributor networks and improve future marketing and learning initiatives.

Going forward the client aims to add further custom learning items and versions of the platform in multiple languages.





Contact Us

With over 35 years of experience providing eLearning solutions, Intuition is a trusted partner of the world's largest finance organizations.

Our knowledge of the industry's regulatory landscape, our experience with delivering training, and our existing processes and technologies have established Intuition as a market leader for the industry.

[Learn more about how you can enhance your digital L&D strategy by contacting one of our consultants today.](#)

[Contact Us Here](#)

