



ATTENSI

PLAYING TO WIN

FINDING THE ANSWERS

The playable simulation is realistic to employees' day-to-day experiences, allowing them to truly visualize the benefits of adopting this new way of working. The learning content is credible, accurate and intuitive. It is customized with answer options that intentionally encourage the trainees to strategically think through the best possible answers. And if they miss a question, so what! The simulation is a safe, risk-free setting perfect for self-development at their own pace.

There is a built-in element of friendly fun competition, with points awarded and leaderboards for those coveted bragging rights!

All of these aspects make the learning compelling, effective and addictive - and most importantly of all: memorable.

“The material was relevant and spot on with my real-world experience. It's a fun way to learn and makes me want to repeat the training.”
- Anon



CHANGING THE GAME IN LEARNING

Boehringer Ingelheim tackled a tricky training need by totally changing the game with their US employee development.

Customer facing teams had to learn a new, multichannel approach to engaging with customers in a world where the customer landscape is continuously evolving.

BI needed a training solution that could combine relevant content in an engaging format to help teams master the science and skills of engaging customers through various channels.

The learning material needed to be accessible and bite-sized so reps could engage in the training easily and quickly wherever and whenever, without time out of territory.

Check-the-box, old school, time consuming, flat training approaches weren't going to cut it. The pandemic had hit, and BI had to find a way to rapidly upskill sales teams on how to stay engaged with their customers.

THAT'S IMPACT!

The results were great, and the numbers tell the story...

76% of knowledge gap closed



73,000 users' combined playing minutes



4.5 average times each player repeats the learning



1,800 US-based employees included in the training



And the crucial test –
91% of employees say this training was directly relevant to their job

Which just goes to prove –
if you aren't playing games when you're training, you're not taking it seriously enough...

About Attensi:

Attensi is the world's leading provider of gamified simulation training. Our solutions combine advanced 3D modelling with deep insight into human behaviour and psychology, training employees in authentic situations that involve human interaction and operation of business-critical software and systems. Attensi has delivered gamified simulation training in more than 140 countries, in over 50 languages, and employs over 230 staff. We are headquartered in Oslo, Norway, with offices in London, Boston and Cologne.