

Knowledge-App

next generation of learning in the
hearing aid market

Sascha Haag



Knowledge-App

Today we learn different

Sascha Haag



German market



6.500 hearing aid stores



20.000 employees

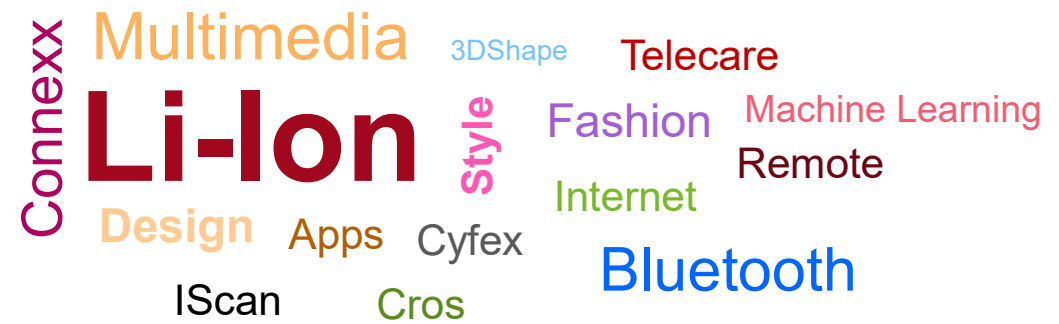


4.000 target group



Our Challenge

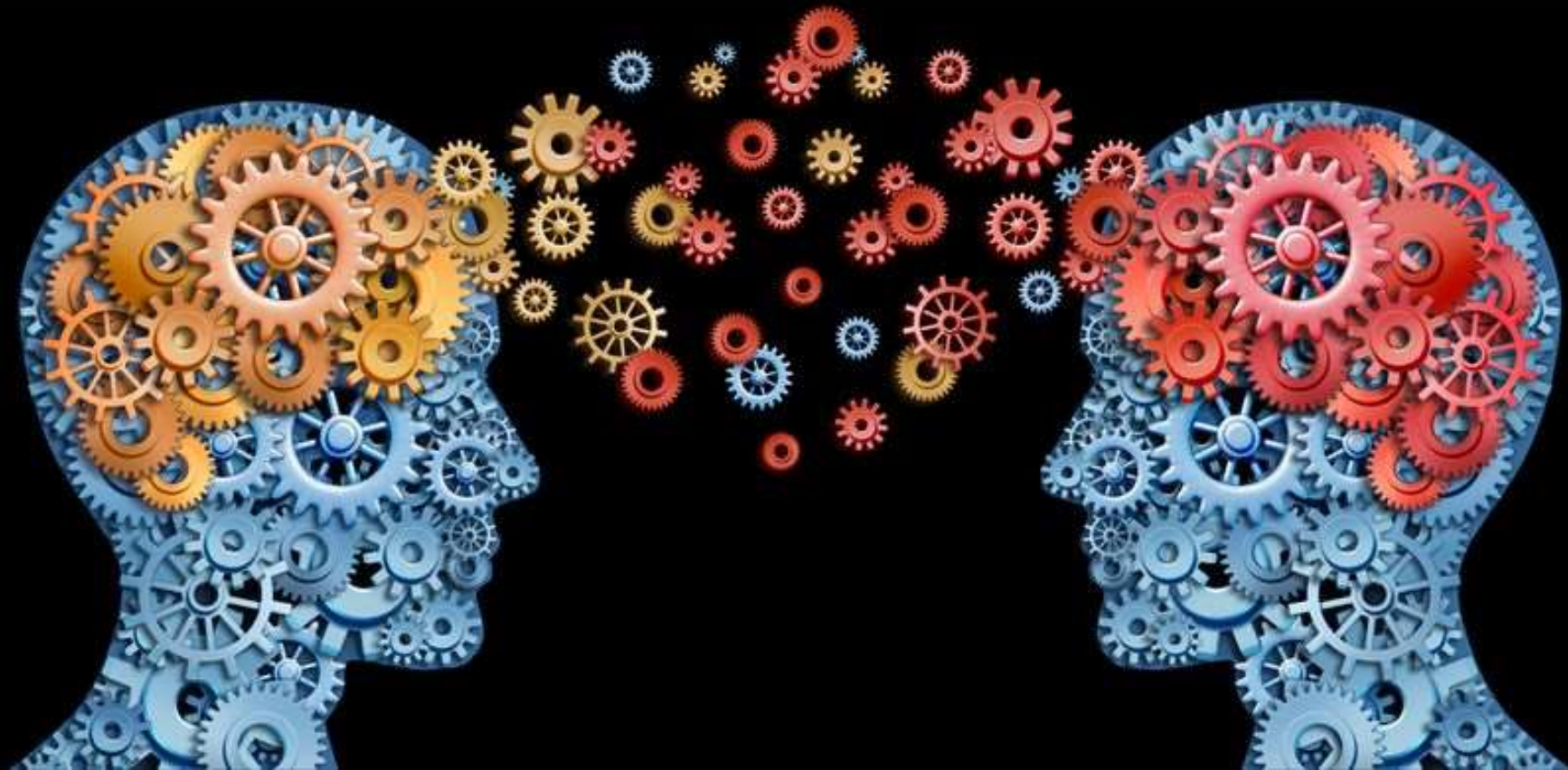
4 Launches per year



A word cloud of product launches. The central and largest text is 'Li-Ion' in dark red. To its left, 'Connexx' is written vertically in purple. Other words include 'Multimedia' (orange), '3DShape' (light blue), 'Telecare' (dark blue), 'Fashion' (purple), 'Machine Learning' (red), 'Remote' (dark red), 'Internet' (green), 'Bluetooth' (blue), 'Design' (orange), 'Apps' (orange), 'Cyfex' (grey), 'IScan' (black), and 'Cros' (green).

Strong diversification

How can we handle the fast knowledge transfer?



How did we learn
and how do we teach?

1970





1980

We still use the same methods!

But does it work?



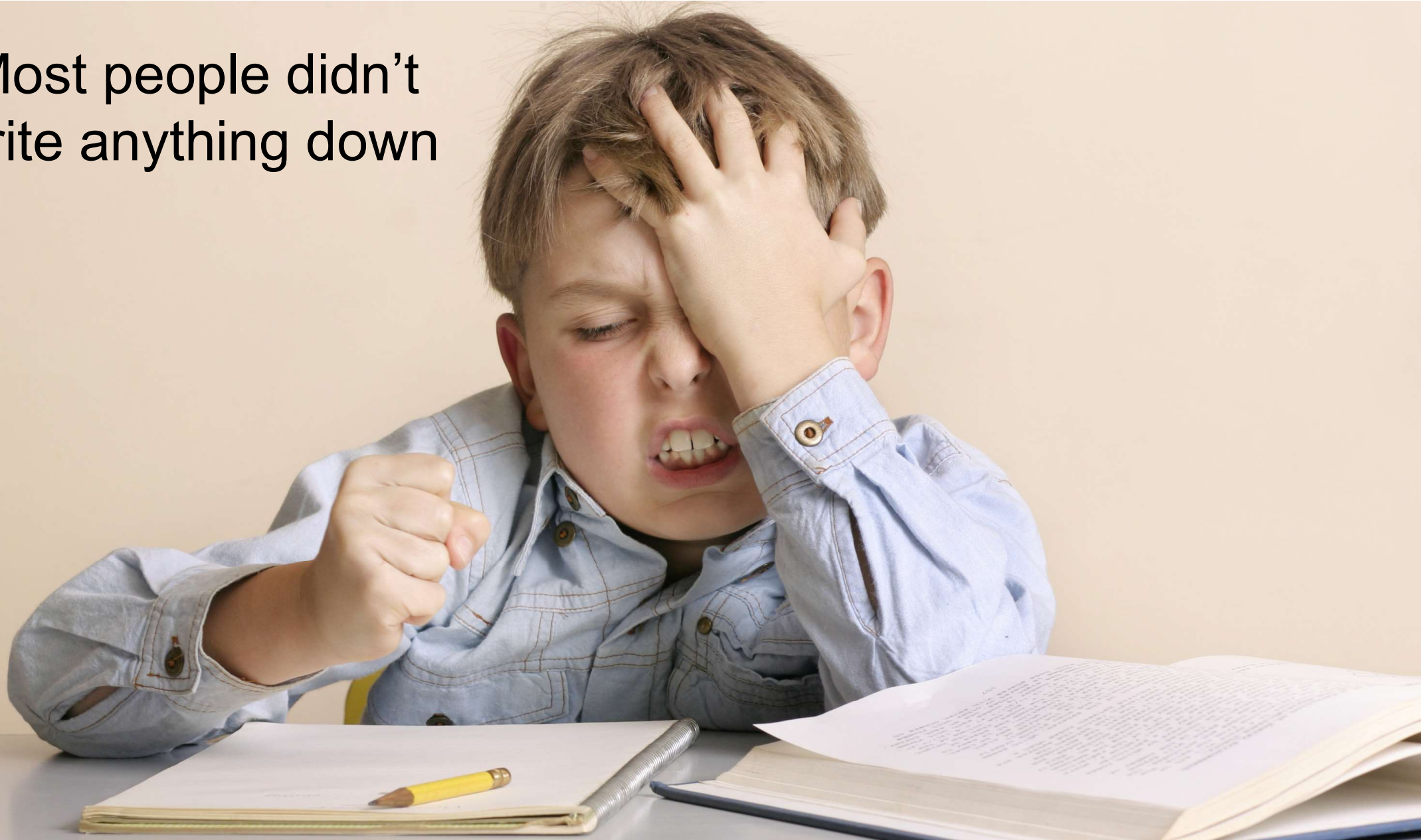
How sustainable is an onsite training?

Our experience!

If you teach something without interesting material
you can do it or leave it!




Most people didn't
write anything down



The *transfer rate*
of knowledge is
10 - 20% during a
90min. training
session

If you could read
my mind
You'd back
away slowly
then run for your life !!



How can we create a good base
for sustainable
and compelling trainings?

A crucial observation!



**How do our
children learn?**





www.antolin.de



ANTOLIN



Leaderboard in Classroom
Online reward or education points
Learning with a high gamification part

Schlaukopf.de

Lernen kann Spaß machen!

Kostenlos lernen mit mehr als 80 000 interaktiven Fragen.





delete

delete

Time for
change

June 2018

Decision Evaluation Developing Preparation Test Launch Milestone 1 Milestone 2



Evaluation

Easy LMS



EDUCATION
INNOVATION
LAB



Decision Evaluation Developing Preparation Test Launch Milestone 1 Milestone 2



Decision Evaluation Developing Preparation Test Launch Milestone 1 Milestone 2

Login
Rules

Content

Legal

web-
based app

Password
Manager

Start Developing

Communication
Plan

Corporate
Design

User
Guide

Certificate
management

Decision Evaluation **Developing** Preparation Test Launch Milestone 1 Milestone 2

Preperation Phase

Decision Evaluation Developing **Preparation** Test Launch Milestone 1 Milestone 2



500 User in the first year



5.000 Games played

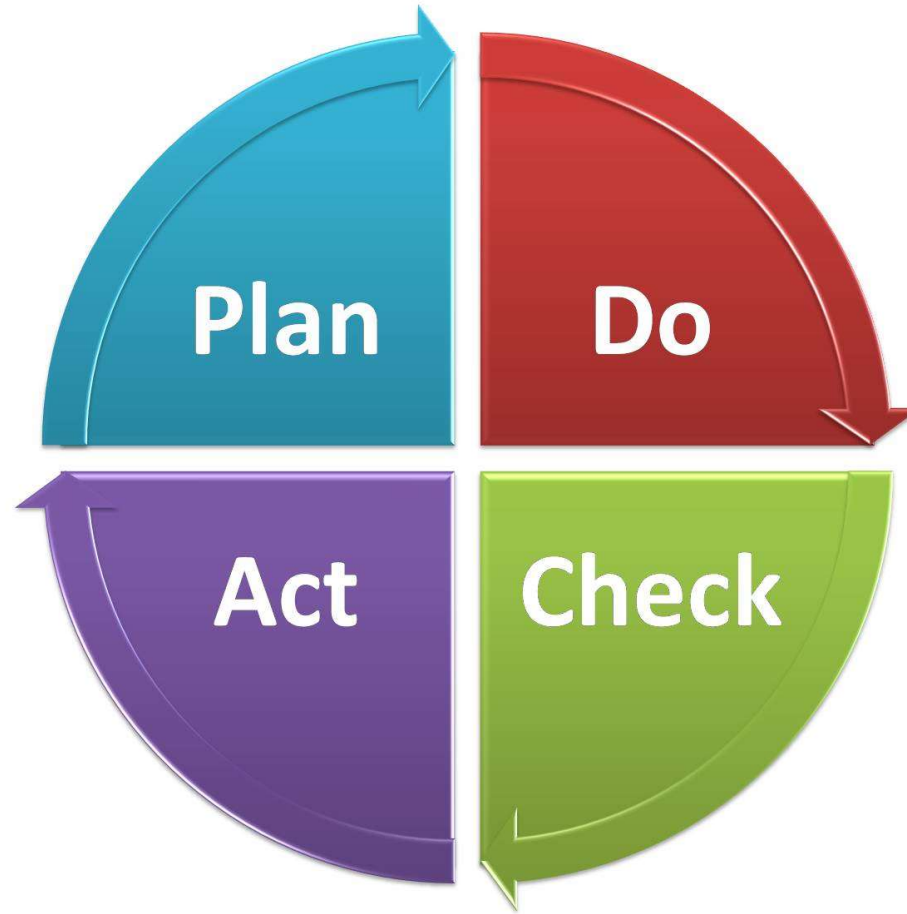


400 Questions



100 Learning materials

Decision Evaluation Developing Preparation Test Launch Milestone 1 Milestone 2



Working principle

Decision **Evaluation** **Developing** **Preparation** **Test** **Launch** **Milestone 1** **Milestone 2**

Internal Test



100 User internal / external



300 Questions



30 Learning materials

Dezember 2018

kw	Montag	Dienstag	Mittwoch	Donnerstag	Freitag
48					
49	3 	4	5	6	7
50	10	11	12	13	14
51	17	18	19	20	21

Decision Evaluation Developing Preparation Test Launch Milestone 1 Milestone 2

Launch

“Wow look, it’s an App”

Cite of a Sperm (2nd January 2019)



Decision Evaluation Developing Preparation Test Launch Milestone 1 Milestone 2

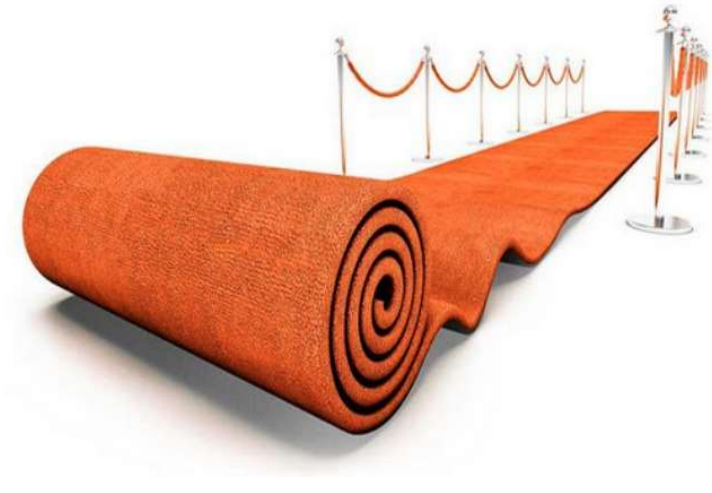
January

Plan: Improve user interface, e-mails with Signia brand in subject, divide Signia employees and customers in different groups

Do: Write the first news - Greetings to new year, negotiation with German education system

Check: Play with the App

Act: „Amazon Echo Dot“- Challenge

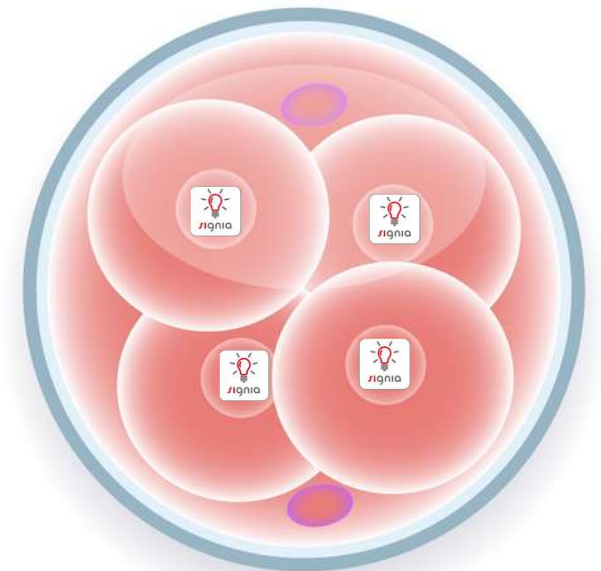


Decision Evaluation Developing Preparation Test Launch Milestone 1 Milestone 2

In our **first** official **month** we **quadrupled** the user **numbers** up to



525 *User*



*60 Signia employees and 465 customers

Decision Evaluation Developing Preparation Test Launch Milestone 1 Milestone 2

February

Plan: Improve user interface, improve user statistics, new question set for March launch, roadshow ready

Do: Add new questions, define an upload interval for new learning materials (twice a week)

Check: Register an own e-mail inbox for support, play the app

Act: Maintain the news, start a countdown for the first „Styletto Connect Launch“-Challenge



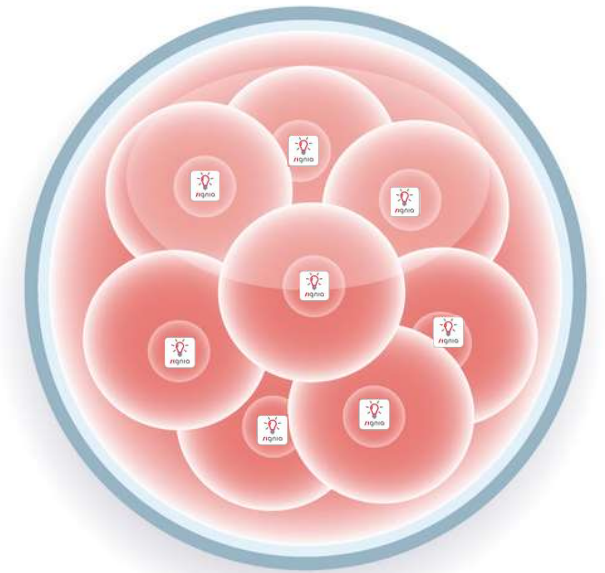


by German
education system

In our *third month* we *doubled* the user *numbers* again up to



1.224 User



Decision Evaluation Developing Preparation Test Launch Milestone 1 Milestone 2

March

Plan: Implement socrative.com for live voting's via knowledge app, implement search function, roadshow ready

Do: Upload the first certified tests with education points, using the app with voting- and certificate-system during our roadshow, implement a new question set regarding to our launch

Check: Play with the app, learn from the feedback

Act: Start the “Styiletto Connect”-Challenge



„Styiletto Connect“-Challenge



20.858



250.296



Fastest launch in
training history!



April

Plan: Add new learning material, change sender mail address from keelearning to signia

Do: Implement a search function

Check: A lot of tests with the new mail solution

Act: Start a countdown for the next challenge, start the “Easter Egg Hunt” (they had to search for egg images inside the questions), send Easter gifts to the winner



Mai

Plan: Improve user interface and mail notification

Do: Implement new questions, start a countdown for the next challenge, increase the number of support people, implement a tutorial „How to organize a group“ & „How to play a group battle“

Check: Learn from the feedback, play the app

Act: Start the „You never walk alone“-Challenge, prizes are parts for a barbecue for the winning team



**October
EUHA Congress 2019 – X-Battle**



October
EUHA Congress 2019 – X-Battle



Xperience Launch
19.697 Games in three days!

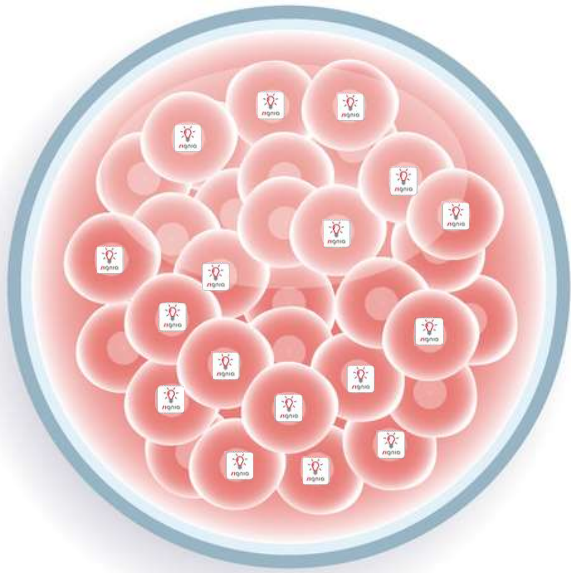
Today, the signia knowledge-app is the ***most powerful*** learning ***tool*** in the market.

2.400 user

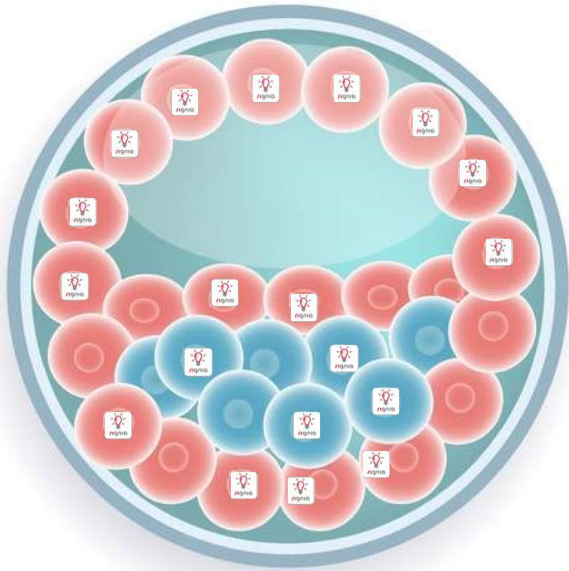


10 month

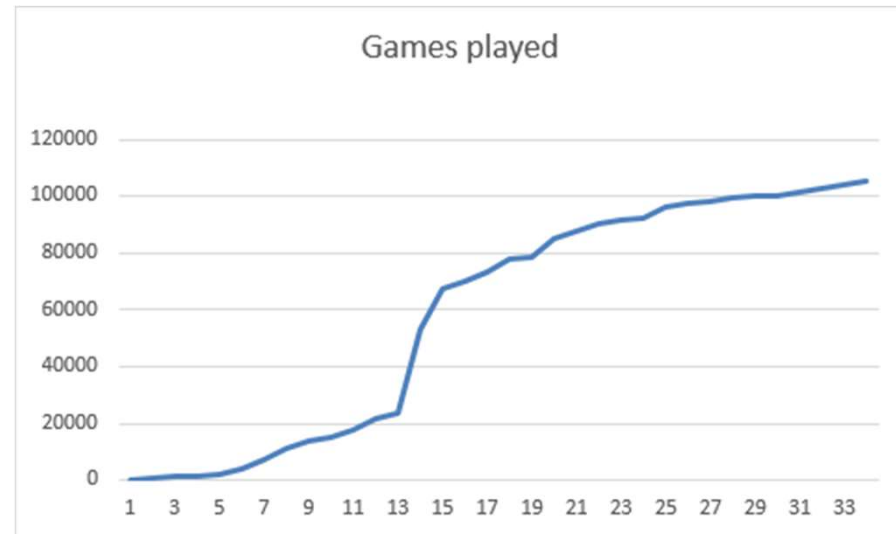
92% activation rate



In total, more than **60.000** games successfully played and more than **113.000** games were started.



Games started



1.000.000

played questions!





***Fight for knowledge,
honor and the audiological crown!***