

# ardent

## need2know Experience: A Virtual Launch

### Summary

Launching a new product and preparing front-line staff in a timely manner is always a challenge. Adding a distributed retail network with the expectation of 100% participation makes the challenge even more fun. To meet this need, Ardent developed a cost-effective virtual learning experience that blended multi-media, games, and good old-fashioned peer competition.

**need2know Experience | S60 |**  
on-demand product launch

EXIT

LOCAL TIME: 11:34 AM

1. COUNTDOWN   navigating this Experience	3 MIN
2. START YOUR ENGINES   Doug Speck	4 MIN
3. THINK YOU KNOW THE ALL-NEW S60?   activity	10 MIN
4. GET TO KNOW THE ALL-NEW S60 CUSTOMER	7 MIN
5. GET TO KNOW THE ALL-NEW S60	17 MIN
6. TALKING THE TALK   activity	10 MIN
7. UP CLOSE & PERSONAL WITH THE ALL-NEW S60	31 MIN
8. BREAK	9 MIN
9. YOUR TURN TO SHOW OFF THE ALL-NEW S60   activity	15 MIN
10. ON THE TRACK: DRIVING THE ALL-NEW S60 AND ITS COMPETITION	45 MIN
11. YOUR TURN TO DRIVE THE ALL-NEW S60   activity	10 MIN
12. DELIVERING THE ALL-NEW S60	6 MIN
13. BEAT THE COMPETITION: WIN NEW CUSTOMERS   activity	10 MIN
14. GET READY TO GET NAUGHTY!	3 MIN

RESOURCES | LITTLE BLACK BOOK | LEADER'S BOARD

**Interactive Video Transcript**  
Click on any word to play video from that point

00:09 / 04:21

[ROCK MUSIC]

Hello, everyone. I'm Doug Speck, president and CEO of Volvo Cars of North America. It's my pleasure to welcome you to the need2know Experience, and to introduce you to the All-New Naughty Volvo S60 training. This new offering is a game-changer for Volvo. It's set to take its rightful place amongst the world's top sports sedans. The segment the All-New S60 will compete within is the largest segment in the luxury business. It's a segment with significant potential for volume. It's also a segment with

Download video and transcript

## The Problem

To support the launch of their All-New S60, Volvo needed to prepare their retail network. Sales and service personnel across every retailer (and all corporate and regional staff) need to understand and apply knowledge of the product, the competitors, and the consumer.

In addition to the initial launch effort, the learning needs to sustain and provide support for people hired post-launch. While traditionally launch training involved big and expensive events, budget for this launch is limited.

## The Ardent Approach

Ardent knows Volvo needs an engaging, flexible, and unique solution that meets the business objectives while balancing participant engagement and budget considerations. Collaborating closely with Volvo, the Ardent team formulated the need2know Volvo S60 Experience – an interactive virtual launch program that allows Volvo personnel to get to know the car inside and out.

Complete with high-end video production, rock music, and a gaming component, this upbeat and unique multi-media training is a huge success.

need2know Experience | S60 |  
on-demand product launch

TOPIC 7 | UP CLOSE & PERSONAL WITH THE ALL-NEW S60

Interactive Video Transcript  
Click on any word to play video from that point

00:27 / 01:59

Like the beginning of any relationship, first impressions mean a lot. The designers realized they had to create a car with attitude. The S60 couldn't be ordinary. Not only did it have to stand out visually in a very crowded and very popular segment, its design had to promise a great driving experience awaited its occupants.

The result is a design that's filled with emotion and visual intensity. One aspect of this visual intensity is the striking exterior color palette, which includes the new Vibrant Copper and Flamenco Red, which happens to be

## Deliverables

Ardent's design enables users to control their own experience and prioritize topics of interest or of immediate need.

The user experience includes games and activities that test for speed and accuracy. Scores are displayed on a leader board, resulting in friendly competition.

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Which chassis is the right one for me?  
Select the best response:

A You want the FOUR-C Active chassis that gives you a choice of settings. It is an option that costs extra.

B I think you'll enjoy the compliant ride of the Touring chassis that's available as a no-cost option on the All-New S60.

C The Dynamic chassis is what you're looking for - it's responsive and optimizes both control and road feel, and it comes standard on the All-New S60.

D You should try the Sport chassis that's available with the Sport Package. It will run you a few dollars more, but it's worth it.

HINT It's one of the brand-new chassis designed for this car.

09:29  
-50 POINTS  
PERFORMANCE METER

## Results

96% of the survey participants rated the overall experience as Excellent or Good. Approximately four times as many people were trained for less than one-third of the cost of a live training event. Virtual launch participants also revisited the site approximately three to four times each after their initial participation—demonstrating repeat interest in the training and learning concepts.