

## Amway Singapore e-Learning Case Study



Amway is a global leader in the direct-selling industry with the record sales of more than US\$11 billion today. More than 4 million Independent Business Owners (IBOs) worldwide sell Amway products, everything from health care, beauty, home care to consumer products. Amway supports their Independent Business Owners (IBOs) with good source of merchandising materials, workshops and trainings.

Amway Global has successfully leveraged e-learning, using SumTotal Learning Management System (LMS) and Web-based Trainings (WBTs), to reach and effectively train their sales force mainly in North America, i.e. their Independent Business Owners (IBOs) in US and Canada. SumTotal Learning Management System is also deployed in three separate on-premise installations to manage learning activities around the globe.

All the while, Amway Singapore has been using traditional face-to-face training to deliver the 12% training. This training is meant to teach:

- About Amway
- Rules of Conduct
- Marketing
- Amway Lifestyle Catalogue
- Direct Distributor Qualification
- Growth Incentive Program

Amway Singapore is looking for parallel solution to deliver the training using web based training (WBT), which can keep the learning content consistent at all times, without the worry of the trainer performance. Lack of consistency could put Amway Singapore at risk with regulatory compliance. With the 12% training in WBT, it improves sales readiness and assure distribution forces that the content meets all regulatory and brand standards.

### Appstronic is appointed as e-Learning courseware Developer

In Sep 2013, Amway Singapore decided to make this traditional training to become e-Learning Web Based Training (WBT). Amway Singapore decided to turn to Appstronic to develop this web-based training.

We appreciate Marco and Amber, the Amway Subject Matter Experts of the 12% Training, for his and her full guidance and support to successfully develop this 12% WBT.



**12% Training**

## The Decision on Authoring Tools

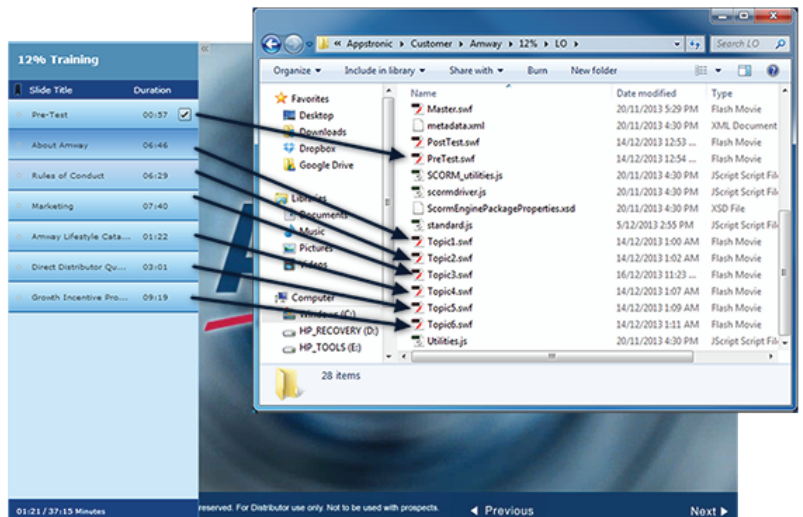
Appstronic has been using Adobe Captivate to develop WBTs for Amway Malaysia. To standardize the authoring tool for all Amway Corporates including Amway Singapore, Adobe Captivate is being used again as the authoring tool to develop the 12% WBT.

## The Decision on HTML5 or Flash



Amway Singapore does not require WBT to run on iOS devices such as iPad and iPhone. Therefore only Flash is being published using Adobe Captivate. If HTML5 is needed in the future, Amway Singapore can use the same Adobe Captivate's source code used to develop 12% training, to republish again to output the HTML5 content. This is a great advantage of using Adobe Captivate!

12% training contains many slides and many audio files, the loading time can be a major issue to the learners. Adobe Captivate comes with an add-on called Adobe Aggregator, it can combine multiple content modules into a single e-Learning course. It also enable learners to easily navigate through the content track their progress with a multilevel Table of Contents. So, we decided to split the course into smaller modules and use Adobe Aggregator to consolidate the smaller modules into 12% WBT.



## Presenting Certification

SumTotal LMS used by Amway globally can produce the Certificate upon the success completion of the 12% training by the learner. But, it requires some manual intervention to get the certificate and it may be challenging to the learner. Appstronic has coded the Javascript inside the Adobe Captivate to retrieve the learner name from the LMS and publish an own certificate upon the success completion of the 12% training. This allows the learner to obtain the certificate



## e-Learning Development Stages

There are the stages involved in development 12% WBT

**1.Content Gathering**



**2.Prepare Storyboard**



**3.Endorse Storyboard**



**4.Voice Over**



**5.Video Editing and Effects**



**6.Management Review**



**7.Upload LO to LMS**



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