

UNIQUE, FLEXIBLE, AND FUTURE-PROOF PRODUCT TRAINING PACKAGE



Prod Pack



TATA INTERACTIVE SYSTEMS

Rapid development product cycles require rapid training; and the fulfillment of these training needs is exactly what Prod Pack brings to you.

Tata Interactive Systems' Prod Pack is an innovative three-tiered training program that lends itself to the learning needs of large, dispersed, and multi-target groups. It is geared to provide 'just-as-much' learning to quickly build product awareness and provide comprehensive sales training.

Prod Pack facilitates training in-step with your product developments by providing 'current' training on product awareness, application, and trouble-shooting. Prod Pack's three-tiered approach caters for all the products in your expanding portfolio and is flexible to provide generic learning as well as specific training as and when required.

KNOWLEDGE-SKILLS-APPLICATION PROD PACK BRINGS IT ALL TOGETHER

Prod Pack is ideal for:

- Telecom service providers with frequently updated talk plans and handsets
- Retail chains who carry thousands of products
- Pharmaceutical companies with a large repertoire of products
- Medical equipment and diagnostic companies with a large portfolio of products
- Companies such as chemical manufacturers who operate in the B2B space

The three components in Prod Pack are:

1. Product Nuggets for generic learning
2. i-Manuals for application-based case studies, games, and scenarios
3. Product Sales Trainer for product usability and procedure training comprising step lists and 2D/3D simulations

Product Nuggets

Standardized, simple, and interactive template-based modules strengthen the knowledge base of the learners. The scalable framework can incorporate from 10–1000 products. These 'bite-sized' training nuggets have in-built editing tools that allow users to amend content per their products' demands. This module provides a spectrum of details regarding the product parts, features, its usage, and even the latest on price. Sales support information such as comparable products and customer feedback add value to this Prod Pack module.

Product Nugget format

- Your products
- What's new
- Usage
- Support
- FAQs

i-Manuals

Application level ID template-based module provides sales training to service personnel as well as end users. This module takes a branched scenario approach to train on installation and troubleshooting aspects of the products. Product simulation and procedure training improve the learners' experience. The module contains various scenarios to choose from and also allows the creation of new ones.

i-Manual format

- Your products
- Application
- Scenarios
- Information
- Troubleshooting

Sales Process Trainers

Standard ID template-based modules provide product usability training for the sales representatives. Games, scenarios, and case studies are interspersed with training on the product's facts, procedure overviews, and usability. Simulations such as 'show and tell' and trial with 2D and 3D models enhance the application training. The in-built editing tools allow absorption of new information and can be customized in English, French, Spanish, Japanese, and Chinese as well.

Sales Process Trainer format

- Your products
- Usability
- Trial
- Application
- Troubleshooting





About Tata Interactive Systems

Tata Interactive Systems (TIS) is the world's leading developer of learning solutions. TIS' learning solutions are designed to enable organizational initiatives across industry verticals including Education; Government and Defence; Telecommunications and ICT; Pharmaceuticals and Health Care; Banking, Financial Services and Insurance; Airlines, Transportation, Logistics and Hospitality; Consumer Package Goods; and Manufacturing, Energy and Construction.

With a team of over 600 multi-disciplinary specialists, TIS creates 3000+ hours of learning content across 160+ concurrent projects every year. TIS' solutions have proven their effectiveness at more than 60 Fortune 500 companies, leading educational institutions and government departments.

TIS' clients include Barclays Bank; Citibank; HSBC; London Stock Exchange; BP-Amoco; United Nations; British Telecom; Siemens; Vodafone; McGraw-Hill; Unilever; British Airways; Emirates; the Royal Mail Group and the University of Phoenix.

TIS is the only learning solutions organization in the world to be assessed at Level 5 in both the SEI-CMM and P-CMM frameworks. Its solutions have won prestigious awards including Brandon Hall, APEX, BETT and BIMA.

Areas of Business

TIS caters for three segments – Corporate, Education and Government. It offers clients learning solutions including:

- Web-based Training & Courseware
- Simulations – to offer immersive learning experiences
- Electronic Performance Support Systems – to provide on-the-job support
- Software Solutions
- Game-based Learning – to enhance learner engagement

The scope of TIS' learning solutions encompasses on-boarding, sales training, process training, product training, curriculum design, assessments, soft skills training and technical training.

Location

TIS has development centres in Germany, Switzerland, and India. Its sales and marketing operations span the US, Canada, the UK, mainland Europe, Australia, New Zealand, the Middle East and Asia.



To find out how our solutions can help your organization, please visit www.tatainteractive.com