

KNOLSKAPE designed a Digital Fitness Intervention for a Global Food and Beverages Giant

CLIENT OVERVIEW

INDUSTRY: Food and Beverage

The client is an American multinational confectionery, food, holding, beverage and snack food company based in Chicago. The client is one of the largest snack companies in the world with global net revenues of approximately \$31.5 billion in 2022 and operate in approximately 150 countries.

OBJECTIVES

- » The client wanted to initiate a strategic effort to comprehensively understand the digital landscape within their organization and among its workforces.
- » The objective was to assess awareness of digital trends and technologies among a group of 2500+ participants.
- » The client aimed to gain deep insights beyond the surface level by exploring nuances of digital fitness across departments, roles, and hierarchical positions.
- » The Digital Fitness Quiz aimed to pinpoint strengths, weaknesses, and potential areas for improvement.
- » The quiz's insights would shape targeted initiatives for upskilling, reskilling, and strategic decision-making.
- » The quiz served as a diagnostic instrument, guiding the client's roadmaps for enhancing digital proficiency.
- » By assessing both individual and collective awareness, the client strived to prepare their teams to navigate the evolving digital landscape adeptly.

KNOLSKAPE'S SOLUTION

- » The solution supported digital development by offering insights into participants' awareness of digital trends and technologies.
- » Its innovation lay in its comprehensive approach, seamlessly integrating individual-level and organizational-level evaluations.
- » The Digital Fitness Quiz was developed as a robust tool to gauge the entire spectrum of digital transformation, from technological advancements to business implications.
- » The intervention went beyond a traditional quiz, providing a strategic roadmap for growth in the digital landscape.
- » Conducting the quiz was not just a routine exercise; it was a data-driven exploration to inform tailored strategies for organizational growth.
- » The solution illuminated strengths, opportunities, and areas requiring focus, enabling participants to envision their digital trajectory.
- » Its scale was remarkable, with the Digital Fitness Quiz being administered to over 2500 participants simultaneously.
- » The Digital Fitness Assessment merged digital platforms with the pursuit of knowledge, creating a seamless and impactful experience.
- » By guiding individuals and the organization toward digital maturity, it embodied the spirit of innovation and adaptation.

KNOLSKAPE'S VALUE ADD

In their quest to find the perfect collaborator for executing this transformative learning initiative, the company embarked on a meticulous search for a learning partner that could offer a holistic solution encompassing cutting-edge technology, a versatile blended learning approach, and a robust analytics framework. In KNOLSKAPE, the client discovered an extraordinary match that exceeded their expectations:

A Captivating Assessment Experience:

What stood out to the client was KNOLSKAPE's innovative approach to assessment. By seamlessly integrating gamified elements and an intuitive interface, KNOLSKAPE made the process of evaluating individuals across eight crucial themes a captivating and enjoyable experience. Not only did participants undergo a comprehensive assessment, but they also received a personalized report that encapsulated their strengths and potential growth areas, fostering a deeper understanding of their skills and capabilities.

Micro-Learning Excellence:

The KNOLSKAPE platform didn't merely deliver content; it introduced a revolutionary micro-learning framework. This dynamic approach enabled learners to access bite-sized, targeted learning modules that were both engaging and impactful. This seamless integration of micro-learning elements into the platform ensured that participants could access relevant content at their own pace, enhancing retention and practical application.

Empowering Analytics:

KNOLSKAPE's analytics capabilities were a game-changer. The platform's analytics extended beyond individual assessments to a comprehensive group level. This allowed the client to gain a panoramic view of learning progress and engagement across teams, departments, and the organization as a whole. These rich insights equipped the client with actionable data to refine learning strategies, tailor interventions, and drive organizational growth.

PARTICIPANT TESTIMONIAL

"Really great! Interesting to take part in, I feel I need to research, research, research now!"

"This was quite challenging as I was exposed to some new concepts. I thought I knew a lot but realized that I actually have a lot still to learn."

"Great quiz...lot of concepts need to be understood."

LEARNING IMPACT

This initiative was one of the **most subscribed events** in the internal IBS Learning Day of the year. The platform agnostic approach for the quiz helped in driving **maximum completion** among the participants.

The **quiz's insights shaped targeted initiatives** for upskilling, reskilling, and strategic decision-making.

The quiz served as a diagnostic instrument, guiding the client's roadmaps for **enhancing digital proficiency**.

The overall feedback rating of the Quiz averaged at is **4.42 on a scale of 5**.

61% of the participants rated the quiz **5/5**.