A large healthcare services provider was looking for ways to increase sales in their VAR channel. They were using only instructor-led courses and webinars to ramp and certify resellers and recognized the need to formalize the sales certification model.

MLevel missions were created to help sales teams learn essential curriculum in a measurable format.

Sales teams played MLevel games throughout a multi-phased curriculum, gradually phasing out ILT.

MLevel analytics provided a comprehensive way to certify resellers.

- Create program to measure VAR satisfaction and willingness to roll out game-based training to their sales organizations
- Replace inefficient modules with interactive learning activities
- Target additional roles beyond sales

**The MLevel Impact**

**PRODUCT KNOWLEDGE**
MLevel missions were created to help sales teams learn essential curriculum in a measurable format.

**BLENDED LEARNING**
Sales teams played MLevel games throughout a multi-phased curriculum, gradually phasing out ILT.

**DATA & ANALYTICS**
MLevel analytics provided a comprehensive way to certify resellers.

**THE RESULTS**

- 70% engagement rate from employees within first month
- 92% average mastery of knowledge by employees who completed the mission