

Heineken Experts!

HEINEKEN Capability Academy wanted to improve the effectiveness of induction training for its customer-facing teams. They commissioned a blended learning solution which features the following game-based strategies to equip new starters with core knowledge and skills:

- A board game, Heineken Experts! It's based on Spin the Bottle with over 700 questions on categories including product knowledge, brand awareness and sales skills. This game is designed to encourage collaboration, discussion and competition between regional sales teams.
- An online quiz where players earn leaderboard points by answering questions correctly.
- A visually rich Learning Portal, which hosts a wealth of online learning resources, including the online quiz and a leaderboard with real-time player scores.


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