



### *Atrivity Case Study*

**Salerm Cosmetics bets on Atrivity in its annual commercial training plan and increases the knowledge of its Sales Force.**

#### **Salerm Cosmetics**

Salerm Cosmetics is the reference brand within the professional hairdressing sector and belongs to VMV Cosmetic Group, a leading Spanish family company in the creation, production and distribution of hair cosmetics products, especially colouring products, as well as hairdressing furniture and appliances, packaging plastic and aerosols. Located in Lliçà de Vall (Barcelona), the group sells references on 5 continents through its own network of 54 delegations and with more than 1,600 workers.

#### **Atrivity**

Atrivity, a product of the company Compettia, helps organizations **to improve the knowledge and performance of their employees** and to connect in a more attractive and lasting way with their consumers. This is done through game dynamics that promote optimal, fun and measurable learning. Atrivity's mission is to be the key element in the training, commercial and communication strategies of companies being the complement that accompanies each of them by improving companies with personalized games.

*The vital importance for Salerm Cosmetics was to influence the way its salesforce absorbed many product formations. They were looking to improve their knowledge.*

**Atrivity**

## The Challenge

Having a well-prepared sales team is one of Salerm Cosmetics' main missions to ensure customer satisfaction. For this reason, to influence an innovative training strategy was one of the challenges imposed to achieve greater success in its sales. Salerm Cosmetics had a well-defined challenge: to find and **implement an innovative solution that would support their training and improve the absorption of product knowledge** in a simple, fresh and dynamic way.

On balance, they were looking for a solution that would help them to strengthen knowledge acquired by the Commercial Force in the different training on the company's products.

## The project

After detecting the need and looking for possible solutions, the marketing and communication team of Salerm Cosmetics opted for Atrivity's solution.

We worked together on an **annual plan of game dynamics to accompany the different commercial formations.**

enero

L	M	Mi	J	V	S	D
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
Juego remoto Atrivity: nuevo lanzamiento						
21	22	23	24	25	26	27
Microcontenido + retos Atrivity: nuevo lanzamiento						
28	29	30	31	1	2	3
Microcontenido + retos Atrivity: nuevo lanzamiento						
Notas:						

febrero

L	M	Mi	J	V	S	D
28	29	30	31	1	2	3
4	5	6	7	8	9	10
Microcontenido + retos Atrivity: nuevo lanzamiento						
11	12	13	14	15	16	17
Microcontenido + retos Atrivity: nuevo lanzamiento						
18	19	20	21	22	23	24
Microcontenido + retos Atrivity: nuevo lanzamiento						
25	26	27	28	29	30	3
Juego remoto Atrivity: nuevo lanzamiento						
Notas:						

marzo

L	M	Mi	J	V	S	D
25	26	27	28	1	2	3
Juego remoto Atrivity: nuevo lanzamiento						
4	5	6	7	8	9	10
Microcontenido + retos Atrivity: nuevo lanzamiento						
11	12	13	14	15	16	17
Juego remoto Atrivity: refuerzo conocimientos						
18	19	20	21	22	23	24
Juego remoto Atrivity: refuerzo conocimientos						
25	26	27	28	29	30	31
Juego remoto Atrivity: refuerzo conocimientos						
Notas:						

abril

L	M	Mi	J	V	S	D
1	2	3	4	5	6	7
Microcontenido + retos Atrivity: nuevo lanzamiento						
8	9	10	11	12	13	14
Microcontenido + retos Atrivity: nuevo lanzamiento						
15	16	17	18	19	20	21
Microcontenido + retos Atrivity: nuevo lanzamiento						
22	23	24	25	26	27	28
Microcontenido + retos Atrivity: nuevo lanzamiento						
29	30	1	2	3	4	5
Microcontenido + retos Atrivity: nuevo lanzamiento						
Notas:						

mayo

L	M	Mi	J	V	S	D
29	30	1	2	3	4	5
Microcontenido + retos Atrivity: nuevo lanzamiento						
6	7	8	9	10	11	12
Microcontenido + retos Atrivity: nuevo lanzamiento						
13	14	15	16	17	18	19
Microcontenido + retos Atrivity: nuevo lanzamiento						
20	21	22	23	24	25	26
Microcontenido + retos Atrivity: nuevo lanzamiento						
27	28	29	30	31	1	2
Juego remoto Atrivity: refuerzo conocimientos						
Notas:						

junio

L	M	Mi	J	V	S	D
27	28	29	30	31	1	2
Juego remoto Atrivity: refuerzo conocimientos						
3	4	5	6	7	8	9
Juego remoto Atrivity: refuerzo conocimientos						
10	11	12	13	14	15	16
Juego remoto Atrivity: refuerzo conocimientos						
17	18	19	20	21	22	23
Juego remoto Atrivity: refuerzo conocimientos						
24	25	26	27	28	29	30
Juego remoto Atrivity: refuerzo conocimientos						
Notas:						

The different game dynamics proposed were:



### Remote Play

#### Description:

Trivia games about existing products and linked with challenges between different commercial teams

#### Objective:

To verify the level of knowledge of the commercial teams about the product, creating competition between them. Who knows more?

*Atrivity's team helped us to establish an effective plan of game dynamics to make our trainings more effective.*



## Autopilot Game

### Description:

Programmed challenge pack with questions about formative micro-content.

### Objective:

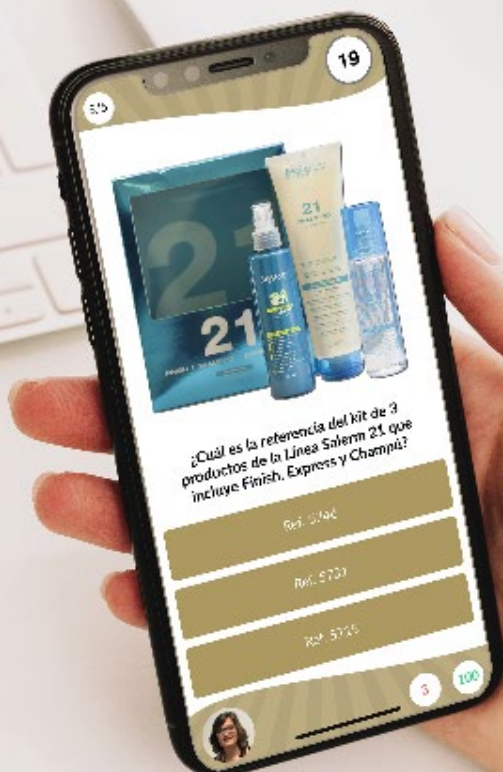
Reinforce knowledge of training and reduce the forgetfulness curve in the weeks/months to come. Present new products with their benefits and reinforce its adoption within the commercial catalogue.

## The results

80% of **participation of the Sales Force** in the programmed challenges after a training.

The challenge questions helped to **improve the absorption of training**, highlighting the key concepts of the products to **boost your sales**.

Increase team motivation through training. The competitiveness between commercials and teams resulting from the execution of the various challenges, has led to **greater involvement with the training content**.



*Remote game have helped to boost the Involvement of the Commercial Force with the Training content.*

*“Atrivity gives dynamism to the formations. Our commercials are enthusiastic about it. Thanks to the solution, they participate more because they want to overcome the challenges they face after work hours so it won't take time away from their business visits”*

**Raquel Carvajal, Marketing Manager**

**Agility in the introduction of new catalogue** and new product lines Simplification of the concepts with the established dynamics and delegations have more easily understood the concept of value of the products.

## Conclusion

In the current era in which we live where technology involves new work dynamics, it is essential that there are people who will lead these changes to be implemented successfully. In the case of Salerm Cosmetics, its **Communication and Marketing team has been decisive for the success of the project**. At Atrivity we appreciate the existence of these types of profiles, which with their involvement defend the innovation as a fundamental part of any strategy.



**Raquel Carvajal**  
Marketing Manager

Persevering the face of new challenges and passionate about achieving excellent results.



**Iván Lozano Campos**  
Reporting Officer

Journalist by vocation and on the hunt for the latest trends in communication.



**Yeray López**  
Product Manager

The important thing is the attitude with which you face the challenges, that's why I always smile.

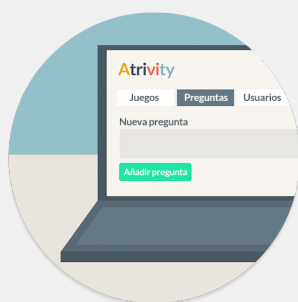
Thanks to their involvement and the good fit of Atrivity in the company, we have been working for two years, in which the solution has been incorporated to more than 600 employees of the Commercial Network of Spain, Europe, Latin America and the United States and with projection of increasing its use in different areas.



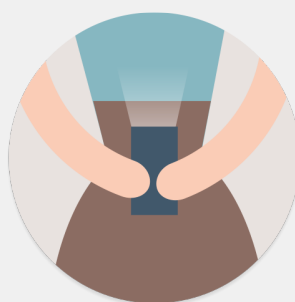
# Atrivity



Turn your training material into questions -very easy!



Set up your Atrivity trivia game in minutes



Invite the players, then watch the rankings and everything that's going on while they compete



Reviews and analyzes overall and individual results

***Do you want to achieve more interesting involvement in your trainings?***

**Talk to an Expert**