

About HMD Global

Headquartered in Espoo, Finland, HMD Global Oy is the home of Nokia phones. HMD designs and markets a range of smartphones and feature phones targeted at a range of consumers and price points. With a commitment to innovation and quality, HMD is the proud exclusive licensee of the Nokia brand for phones and tablets. For further information, see www.hmdglobal.com. Nokia is a registered trademark of Nokia Corporation

Business Challenges and Objectives

HMD operates globally through distributors and retail outlets. The brand engages with thousands of promoters and field sales teams across these geographies. These sales teams are their brand advocates on the ground and their greatest asset in understanding customer sentiment of their brand.

The first challenge HMD was, although they wished that their sales teams should be Nokia and Android Gurus when talking to consumers or making a sale, they were unable to scale their training and ensure it reached the thousands of their channels and field force. This was also becoming extremely cumbersome, expensive, and unregulated.

Secondly, HMD wanted to create a positive disruption by ensuring that their promoters and sales staff were able to recommend, demo and upsell the Nokia phones and accessories. They were sure that to upsell and improve sales, they had to motivate their sales representative and make them feel proud to be part of the Nokia tribe.

Solution: Nokia mobile Tribe Application

The Nokia Mobile Tribe application, powered by Streamz, is a mobile-first and a scalable cloud solution with the ability to rapidly configure and deliver a breakthrough engagement paradigm that unifies real-time content delivery for capability building with micro-applications for rewarding retail sales execution. The application enables HMD to continuously engage and connect the Nokia Phone teams with the promoters and field force teams. The content modules available on Streamz are designed using gamification mechanisms, intelligent notifications and recommendations, and rewards engine.

After the launch, HMD was able to scale the Nokia mobile Tribe application globally. The platform has now created a breakthrough in channel engagement and enablement.

Impact and Results

Continuous Engagement

With all the retail promoters and field force connected on the Tribe App, HMD can now convert ad hoc and irregular engagements to continuous nurturing. They can engage while regularly sending app notifications, provide training, impart news insights and new product information, publish success stories and tips and tricks in real-time to their salesforce. HMD can also collect feedback through polls and surveys, which has created a positive cycle, where promoters and field force have begun to feel like they are a part of the brand.

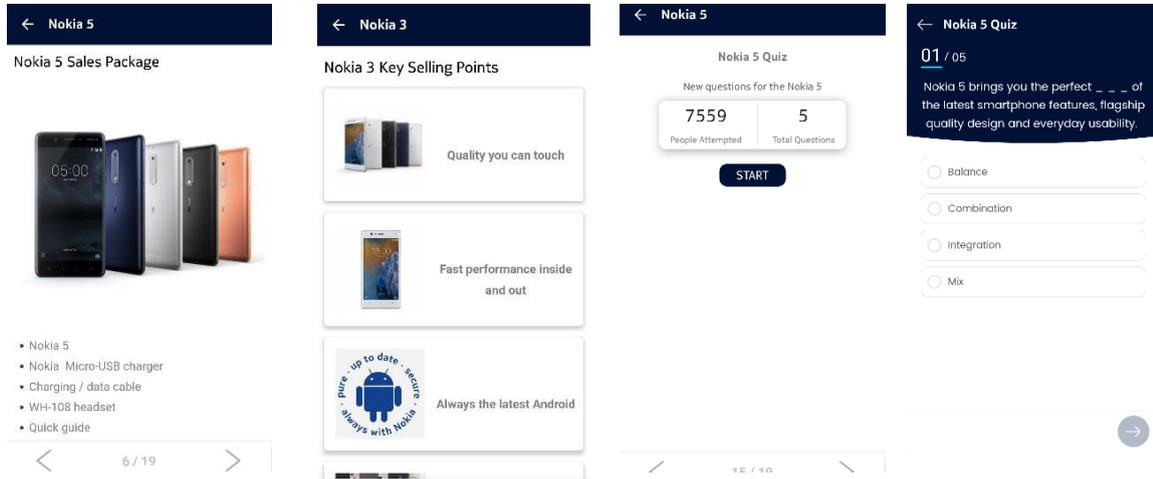
Sales readiness

With the launch of the Nokia Mobile Tribe application, users like promoters, field force, sales representatives, etc. are 'Always Sales Ready' as they can now have effective customer conversations about the features of the products that they sell and build real insights from the ground-up, to advance a truly effective channel sales strategy.

HMD Nokia mobile Tribe Streamz Customer References

All of this could be achieved by providing:

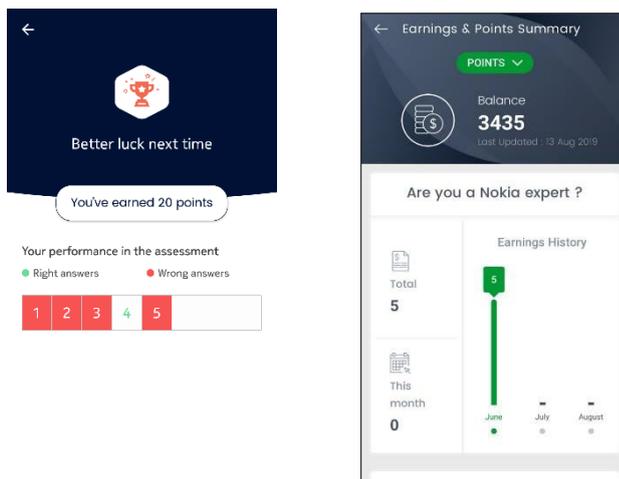
- Bite-sized, interactive, multimedia cards to drive high levels of engagement and product knowledge
- Continuous measurement by assessments, polls, and surveys, using Gamification mechanisms
- Consistent and ongoing engagement using Intelligent personalized notifications and recommendations (AI) to nudge performance drivers



Rewards and Incentives

HMD/Nokia mobile Tribe App effectively motivates Promoters through gamification and converting the rewards earned through assessments.

Additionally, to make them feel supported by the larger sales community by fostering collaboration, team spirit and pride in the organization, leaderboards were deployed.



Summary

Nokia mobile Tribe has enabled HMD to create Nokia phone advocates, across the globe. Nokia Phone promoters who use the Nokia Mobile Tribe application are more knowledgeable about the Brand and its products, driving better sales.