

INDUSTRY: LIGHTING DISTRIBUTOR

AUDIENCE: 300+ EMPLOYEES

SETTING: NATIONWIDE FIELD SALES

CONTENT TYPE: SALES TRAINING / PRODUCT PROMOTION

## COMPANY OVERVIEW

Regency Lighting is a leading distributor of lighting and electronics. Lighting Resources, a top nationwide lighting recycler, is one of Regency Lighting's partners.

### BUSINESS CHALLENGE

- Regency Lighting wanted to increase the sales of their boxed recycling program through Lighting Resources.
- Product presentations via lunch-and-learn and emails had not made a difference.
- Lighting Resources was one of Regency's top partnerships and was responsible for 22% of the annual box program's revenue.
- With Lighting Resources' growing catalog of products and partnerships, the boxed recycler program was becoming less noticeable. Regency not only needed to maintain the attention and excitement of Lighting Resources' sales reps, but needed to GROW it.

### RINGORANG SOLUTION

The Ringorang knowledge system provides proven microlearning and gamification to develop new behaviors and deliver sustained employee performance. And employees have fun doing it.

Regency and Lighting Resources targeted a 10% increase in sales from:

- Three months of sales training reinforcement with Ringorang
- Scholarships awarded for Regency's home-grown charity

### PERFORMANCE IMPACT

Lighting Resources sales reps who engaged with the Ringorang knowledge management system for two minutes a day had 48% greater knowledge retention over historical benchmarks.

- The average employee increased their engagement level with training by over 1,000%
- The average employee increased their unit sales of the boxed program by 75%
- Regency saw total sales of the boxed program at Lighting Resources increase 17% quarter-over-quarter from the previous year