



CASE STUDY

From Training Completion to Measurable Skill Improvement

How Acer and Halight transformed product training into an interactive sales experience that allowed retail associates to practice real-world conversations, receive AI-powered coaching, and demonstrate measurable skill improvement.



93.5%

Of Retrying Users Improved



3.82 Points

Average Improvements After AI Coaching



2,791

Event Content Completions



24%

More Completions per Course

Acer – Reimagining Retail Training Through AI-Powered Experiential Learning

EXECUTIVE SUMMARY

Traditional training teaches associates **what** a product does. Experiential learning gives them the opportunity to practice **how to sell it**.

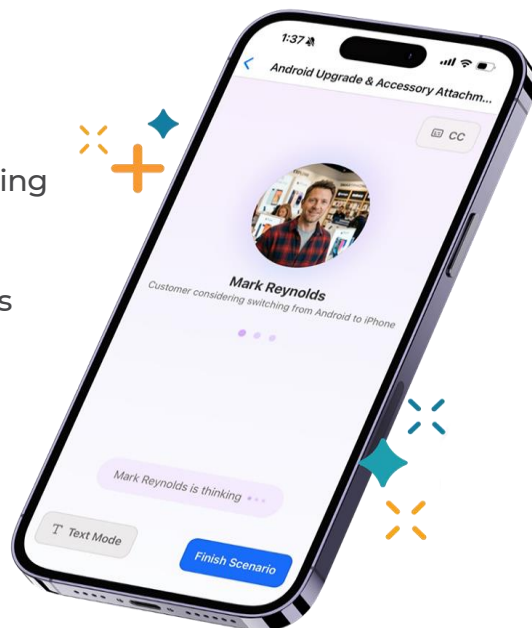
For Acer's Sales Experience Giveaway, Halight introduced **CoachOnCue**, an AI-driven training experience that places associates in realistic sales scenarios where they respond to customer prompts, apply product knowledge, and receive feedback on their performance.

The experience created a simple coaching loop:
Scenario → Response → AI Feedback → Retry → Improvement

CoachOnCue gives retail associates a safe environment to **practice real-world conversations, receive personalized feedback, and build confidence before applying those skills on the sales floor**. It also provides valuable insight into learner performance and opportunities for continued skill development.

RESULTS AT A GLANCE

- ✓ 93.5% of Retrying Learners Improved
- ✓ 3.82 Average Point Improvement After Coaching
- ✓ 2,791 Event Completions
- ✓ 11,699 Minutes of Learning
- ✓ 24% More Completions per Course than Acer's Previous Promotion



THE CHALLENGE

Moving Retail Training From Knowledge to Practice

Retail associates need more than product knowledge—they need to confidently apply it in real customer conversations.

Acer and Halight wanted to create a more interactive way for associates to practice skills such as recommending products, communicating value, navigating competitor conversations, and responding to customer needs.

Traditional eLearning provides foundational knowledge, but CoachOnCue created an opportunity to **practice those skills in realistic sales scenarios** and receive feedback along the way.

The goal was to create a learning experience that was interactive, practical, and measurable.

THE HALIGHT SOLUTION

CoachOnCue: Turning Training Into Practice

Halight introduced CoachOnCue, an AI-driven training experience that places associates into realistic simulated customer conversations. Using voice and real-time cues, associates practice responding to customer needs while receiving AI-powered feedback on their performance.

This creates an immersive experience that moves associates beyond knowing **what to say** to practicing **how to say it**.

The experience follows a simple coaching loop:

SCENARIO → RESPONSE → AI FEEDBACK → RETRY → IMPROVEMENT



Guiding a Side-by-Side Decision

Practice helping a customer compare products and identify the right solution.



The Competitor Cross-Shop

Practice navigating a competitor conversation while communicating Acer's product value.

Scenarios evaluated competencies including **communication, active listening, problem solving, adaptability, and decision making**.

THE COACHING LOOP

Practice. Feedback. Retry. Improve.

One of the most important differences between CoachOnCue and traditional learning was the ability for learners to **try again**.

After completing a scenario, associates received AI-driven feedback on their performance. They could then return to the scenario and attempt it again with the feedback in mind.

This created a measurable remediation opportunity.

Among users who retried:

- **94%** improved in the Guiding a Side-by-Side Decision scenario.
- **93.5%** improved in the Competitor Cross-Shop scenario.
- Average improvement was **4.05 points** in the first scenario.
- Average improvement was **3.59 points** in the second scenario.

More Than Participation. Measurable Performance Change.

Learners were not simply completing training. They were using AI feedback to retry, adapt their responses, and improve their performance.

PLATFORM CAPABILITIES IN ACTION

Halight's engagement-ready LMS platform provided the technology and tools to execute a seamless, high-impact campaign.

COACH ON CUE CAPABILITY	LEARNING VALUE
AI-DRIVEN SCENARIOS	Gives learners an opportunity to practice realistic sales conversations in a safe environment.
INTERACTIVE RESPONSES	Requires learners to actively demonstrate knowledge rather than simply consume content.
AI-POWERED FEEDBACK	Provides individualized feedback following the learner's interaction.
RETRY FUNCTIONALITY	Allows learners to apply feedback and immediately practice again.

COMPETENCY-BASED EVALUATION	Provides visibility into areas such as communication, active listening, problem solving, adaptability, and decision making.
PERFORMANCE ANALYTICS	Makes it possible to measure initial performance, retry performance, and improvement.
MULTI-FORMAT LEARNING EXPERIENCE	Combines traditional product education with interactive experiential learning.

RESULTS & IMPACT

Acer delivered a successful campaign to support their new coach on cue launch supported by Halight LMS with some impressive results:



MEASURABLE IMPROVEMENT

- ✓ 93.5% of learners improved after retrying
- ✓ Average improvement of 3.82 points across both scenarios
- ✓ Competitor Cross-Shop average scores increased from 7.23 → 8.11/10



STRONG ENGAGEMENT

- ✓ 664 unique users generated 2,791 completions
- ✓ 11,699+ minutes of learning completed
- ✓ 3.4× more users and 4.9× more total completions than Acer's previous benchmark



FROM COMPLETION TO PERFORMANCE

- ✓ Learners moved beyond completion to practice, feedback, and retry
- ✓ AI coaching helped learners identify gaps and improve performance
- ✓ Demonstrated a shift from training completion to measurable skill development

