



CASE STUDY

14 Days. 14,272 Learning Actions.

How HALIGHT turned a key retail selling season into an interactive learning event built to educate, engage and reward retail sales associates.



582
Unique
Participants

14,272
Content
Completions

24.5
Completions per
Participants

5,557
Reward
Claims

Energize Retail – 14 Days. 14,272 Learning Actions.

EXECUTIVE SUMMARY

Turning a Key Selling Season Into a Learning Event

Energize Retail isn't a traditional LMS. Built with the realities of retail sales associates in mind, it combines learning with interactive experiences, gamification and rewards to make training something associates want to participate in.

Back to School presented the perfect opportunity to put that approach into action. As a major selling period across consumer electronics and other categories, associates needed relevant product and category knowledge to help them prepare for customer conversations.

HALIGHT transformed that need into **Back to School Blitz**—a 14-day, multi-category learning event that brought together brand education, daily content releases, games, instant wins, sweepstakes and rewards.

The result: **582 participants generated 14,272 content completions and 5,557 reward claims in just two weeks.**

Back to School Blitz turned a timely training need into an experience associates had reasons to return to throughout the event.

RESULTS AT A GLANCE

- 582 Unique Participants
- 14,272 Content Completions
- 24.5 Completions per Participant
- 5,557 Reward Claims
- 14 Days of Campaign Activity

THE CHALLENGE

Preparing Associates for a Major Retail Moment

Back to School brings increased customer needs and product questions across multiple retail categories.

Energize Retail wanted to prepare associates with relevant brand and category knowledge while creating enough excitement to keep them participating throughout the two-week event.

The goal was to make learning timely, relevant and rewarding.

THE HALIGHT SOLUTION

More Than Training. A 14-Day Learning Experience.

HALIGHT transformed Back to School training into an interactive event combining **multi-brand learning, daily content releases, instant wins, sweepstakes and a themed weekly game.**

As associates completed objectives, HALIGHT automatically unlocked new opportunities to play and earn—creating multiple reasons to participate throughout the campaign.

Instead of relying on training content alone, HALIGHT created reasons to learn, play, earn and return.



BUILT TO POWER THE EXPERIENCE

Why HALIGHT LMS

Back to School Blitz required more than a place to host courses. HALIGHT connected the learning experience with the campaign tools needed to run it.

SCHEDULED LEARNING

- Content could be scheduled in advance and released throughout the event to maintain momentum.

AUTOMATED REWARDS & UNLOCKS

- Learner behavior automatically triggered points, instant-win opportunities and sweepstakes eligibility.

GAMIFICATION & INCENTIVES

- Instant wins, sweepstakes and a weekly game created additional ways to participate and earn.

MULTI-BRAND MANAGEMENT

- Multiple brands and broader category education could be managed within one coordinated event.

REAL-TIME MEASUREMENT

- Completions and reward activity could be tracked as the campaign unfolded.

For associates, it felt like one connected experience. Behind the scenes, HALIGHT managed the content, behaviors, rewards and data that powered it.





PARTICIPATION AT SCALE

582 Participants. More Than 14,000 Completions

In just 14 days, 582 unique participants generated 14,272 content completions, averaging 24.5 completions per participant, along with 5,557 reward claims.

Associates described the campaign as a “fun way to learn,” expressed excitement for future events and highlighted the combination of learning and earning rewards.

“Great fun way to learn & improve our knowledge & skills!”

— T-ROC Field Sales Representative

“Was a fun activity... Excited to see more events in the future.”

— Micro Center Sales Associate

“Learning and earning coins at the same time is sooo much fun.”

— London Drugs Sales Associate



RESULTS & IMPACT

When Learning and Engagement Work Together

Back to School Blitz demonstrated how HALIGHT can turn a timely training need into a broader learning experience.

In two weeks, **582 participants** generated more than **14,000** measurable learning actions and **5,500** reward claims.

Back to School Blitz didn't just put training in front of associates. It turned training into an event they wanted to participate in.