SomohanoUSA LLC

Mobile Learning

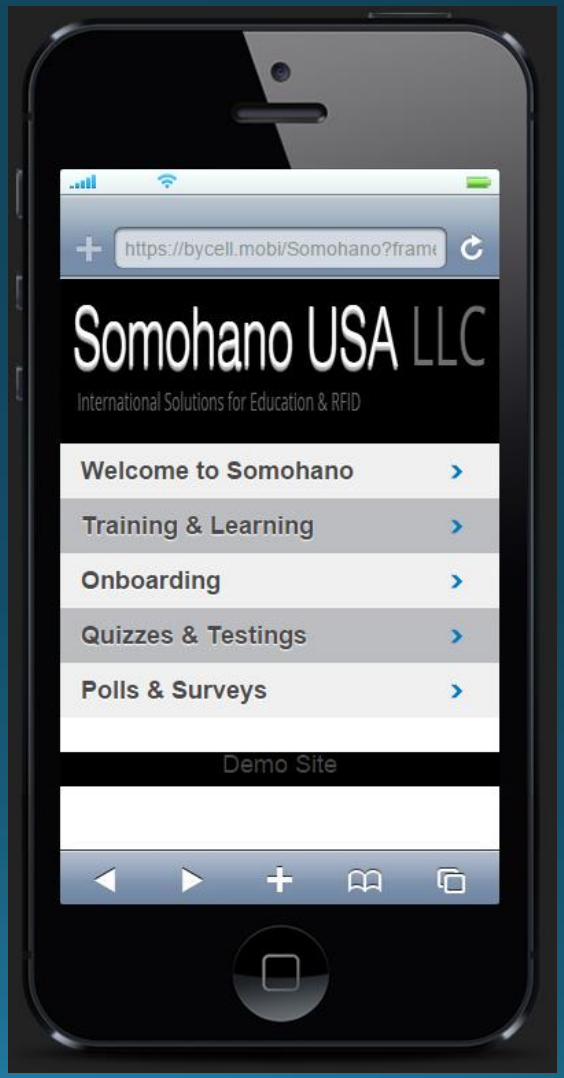
Let's try it!

To access mobile learning site:

SCAN:

OR VISIT: http://bycell.co/byor
(enter in web browser)

US Phone Carrier: (available in Mexico upon request)
Text SOMOHANO to 56512



What We Provide

Mobile web platform

- Store content
- Employee engagement

Communication platform

- Text messages
- Email

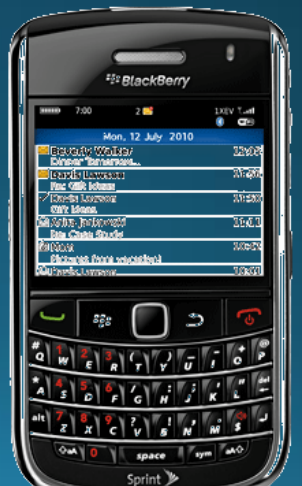
Reporting

- Analytics
- Performance Support

Mobile Landscape Today

Four Years Ago

- Small screen
- Platform diversity
- Poor internet
- mLearning undefined
- Security
- Felt pricey



Today

Smartphone penetration – 70%

Wireless penetration 104%

Mobile internet use almost exceeding desktop

90% households have wireless

2/3 of world texts

10% only use phone for internet

Mobile in Training and Learning Space Has Evolved Differently Than Expected

- E-learning not moving to M-learning
- If easy, employees do more training
- Mobile needs to work on any phone, tablet or PC
- Mobile web sites preferable over apps due to development costs, updating, stats, sending links
- Employees need prompting via texting or emails. Just having an icon on the mobile phone is insufficient

Mobile Training Tools

- Mobile web sites and QR codes
- Apps
- Text messaging and targeted email alerts

MOBILE TRENDS

Snack Learning

- ✓ Deliver content in bite-sized pieces
- ✓ Allows employees learning flexibility with pace and space
- ✓ Convenience & time management

Anytime, Anywhere

Uses

- ✓ Company news
- ✓ Links to training material
- ✓ Product/ price changes
- ✓ Alerts/ reminders

Observations

- ✓ Texts opened within minutes
- ✓ Employees opt in to lists they desire and opt out, too

Apps vs. Mobile websites

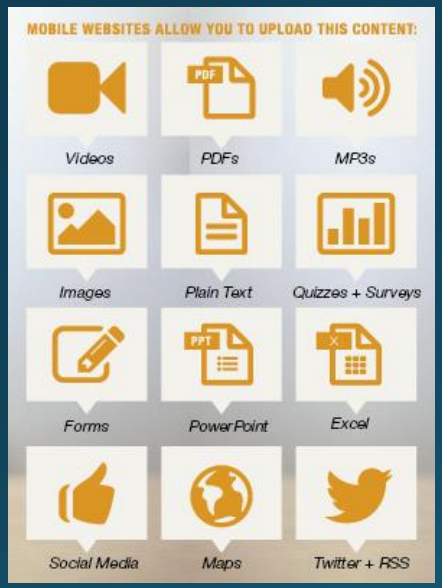
What are the advantages of mobile websites over apps?

What is Driving Mobile Learning Growth

COST

TIME

DELIVERY


MOBILE WEBSITES ALLOW YOU TO UPLOAD THIS CONTENT:
Videos
PDFs
MP3s
Images
Plain Text
Quizzes + Surveys
Forms
PowerPoint
Excel
Social Media
Maps
Twitter + RSS

SMS

MOBILE LIFESTYLE

“Smartphone users check their phones an average of 150 times a day.”

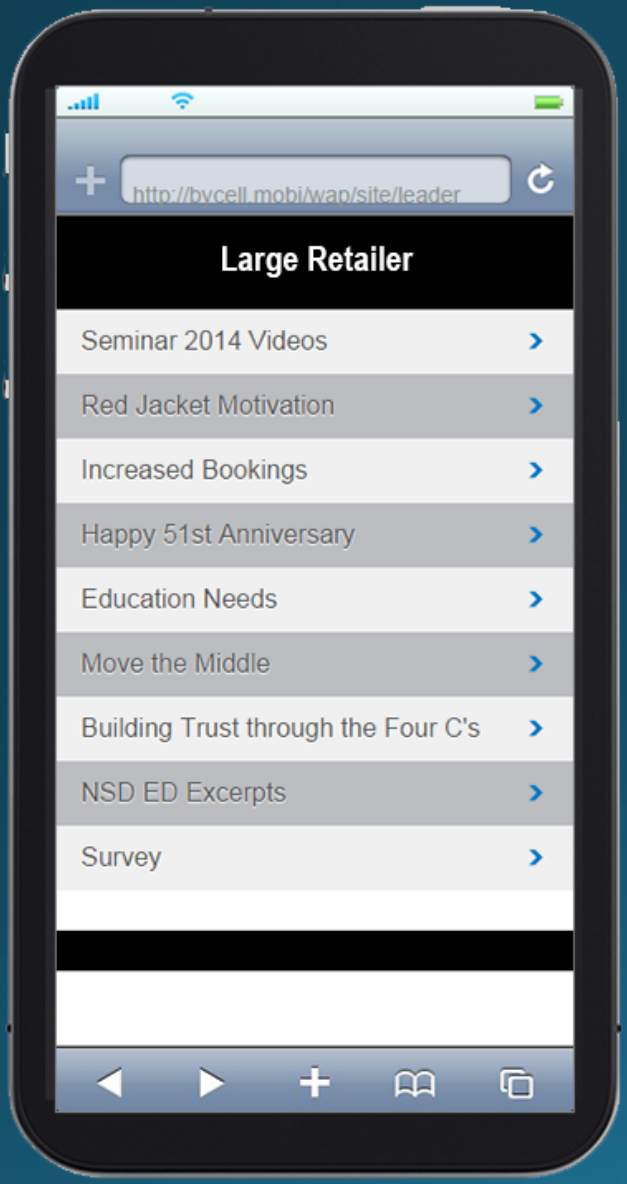
JUST IN TIME…

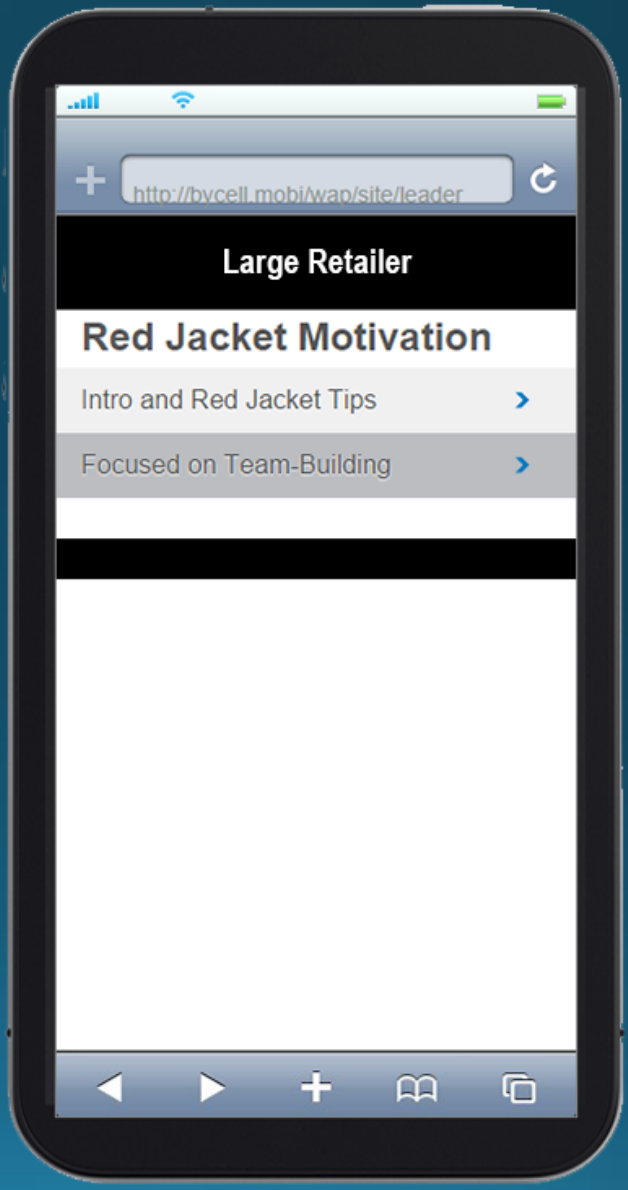
JUST FOR ME…

JUST ENOUGH!

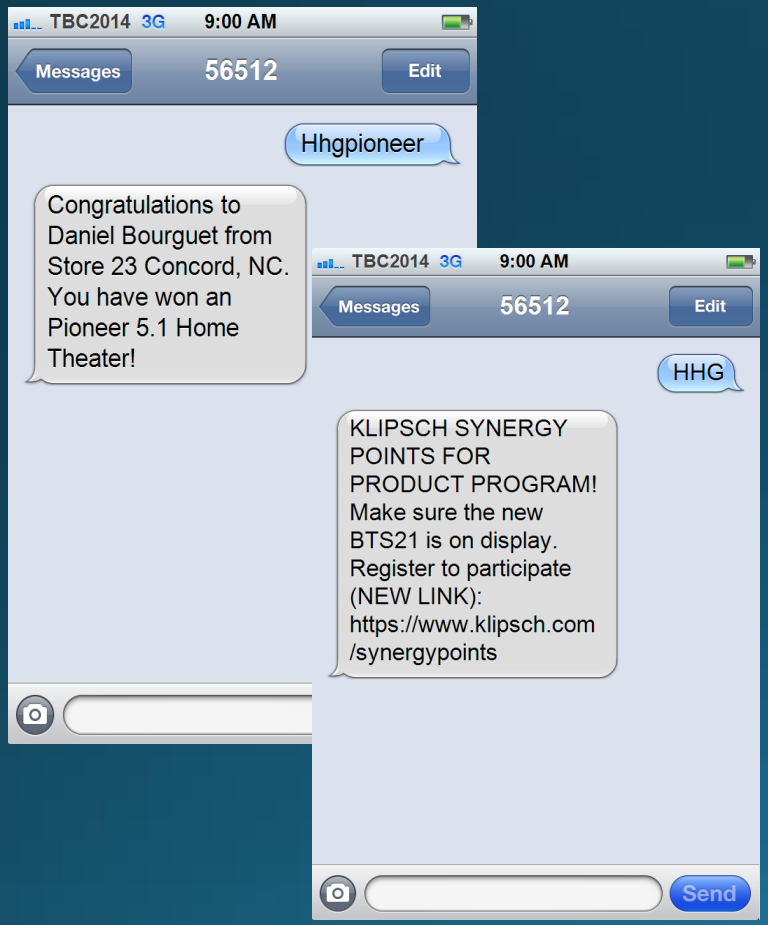
REAL WORLD EXAMPLES

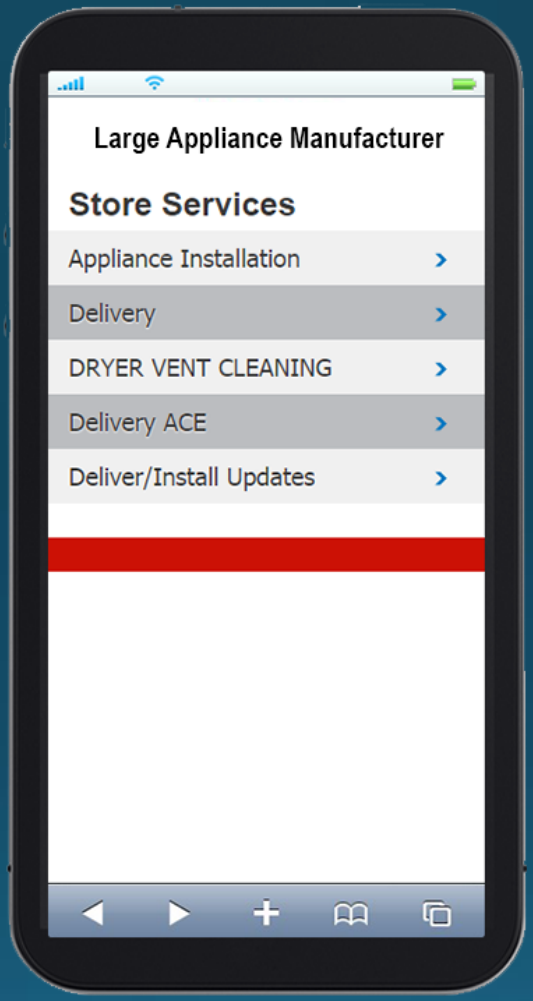
Corporate Training

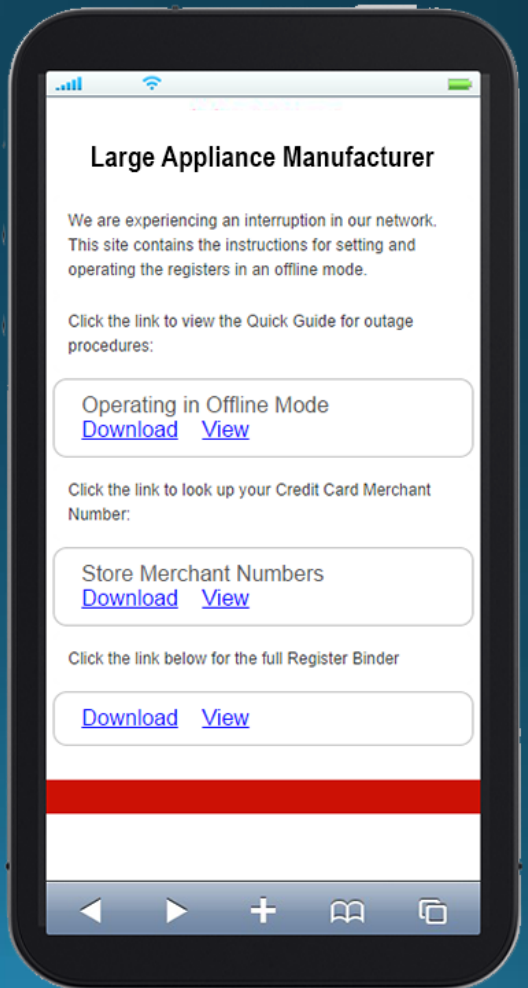

http://bycell.mobi/wap/site/leader
Large Retailer
Seminar 2014 Videos
Red Jacket Motivation
Increased Bookings
Happy 51st Anniversary
Education Needs
Move the Middle
Building Trust through the Four C's
NSD ED Excerpts
Survey


http://bycell.mobi/wap/site/leader
Large Retailer
Red Jacket Motivation
Intro and Red Jacket Tips
Focused on Team-Building

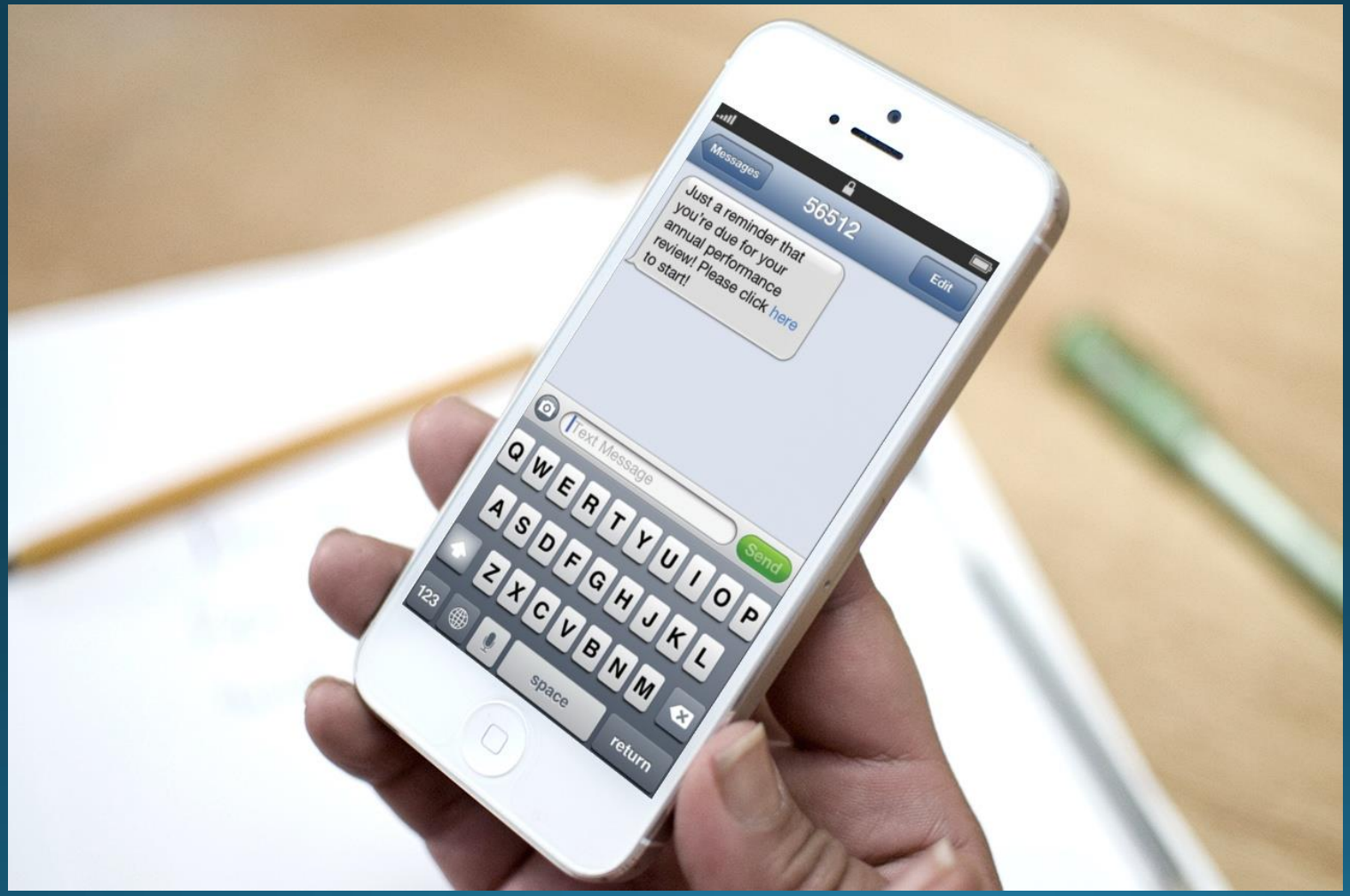
Sales Training Alerts

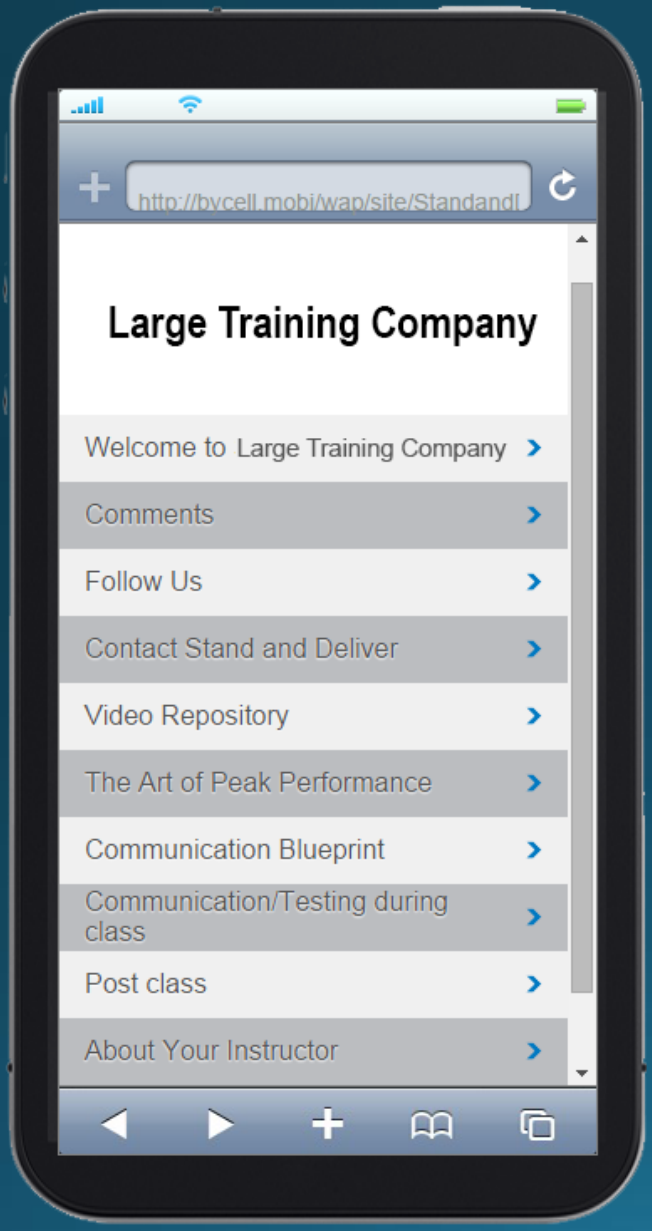

TBC2014 3G 9:00 AM
Messages
56512
Edit
Hhgpioneer
Congratulations to Daniel Bourguet from Store 23 Concord, NC. You have won an Pioneer 5.1 Home Theater!
TBC2014 3G 9:00 AM
Messages
56512
Edit
HHG
KLIPSCH SYNERGY POINTS FOR PRODUCT PROGRAM! Make sure the new BTS21 is on display. Register to participate (NEW LINK): https://www.klipsch.com/synergypoints
Send


Large Appliance Manufacturer
Store Services
Appliance Installation
Delivery
DRYER VENT CLEANING
Delivery ACE
Deliver/Install Updates


Large Appliance Manufacturer
We are experiencing an interruption in our network. This site contains the instructions for setting and operating the registers in an offline mode.
Click the link to view the Quick Guide for outage procedures:
Operating in Offline Mode
Download View
Click the link to look up your Credit Card Merchant Number:
Store Merchant Numbers
Download View
Click the link below for the full Register Binder
Download View

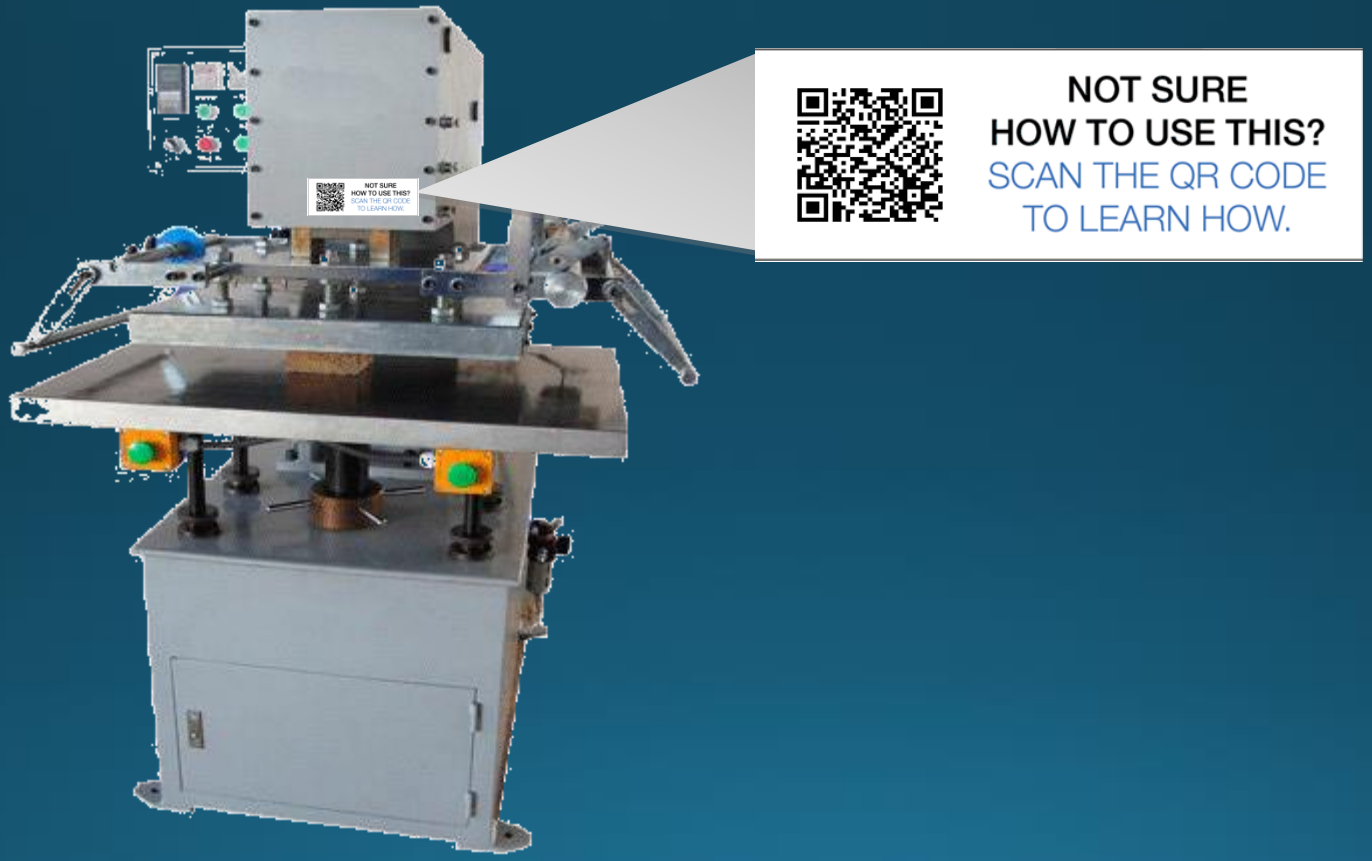
Performance Review Reminder




http://bycell.mobi/wap/site/StandandI
Large Training Company
Welcome to Large Training Company
Comments
Follow Us
Contact Stand and Deliver
Video Repository
The Art of Peak Performance
Communication Blueprint
Communication/Testing during class
Post class
About Your Instructor

http://bycell.mobi/wap/site/StandandI
DAY FIVE REMINDER ABOUT OUR CLASS
We discussed key facts regarding retaining and rewarding talent. I have included a video as a reminder, or if you just remember them, skip the video and go rigtht to the quiz.
Special incentive - from the correct answers I will randomly draw a winner and send them a new Kindle!
Next week - another reminder and surprise!
Dave
Peter Meyers Leadership Presence
Peter Meyers- Leadership Presence

Instant Access to a Video, Manual, or Any Info



Company Breaking News

Coastal Wine and Spirits
11:20 AM EST Not Correct?

Reports | Text Messaging | Mobile Web | Email Alerts | Audio | Call to Donate | Mobile Give | Mobile Donate | Screencast | Admin | Conta

MAIN MENU

- Text Message Administration
- Reports
- Promotion
- User Guide

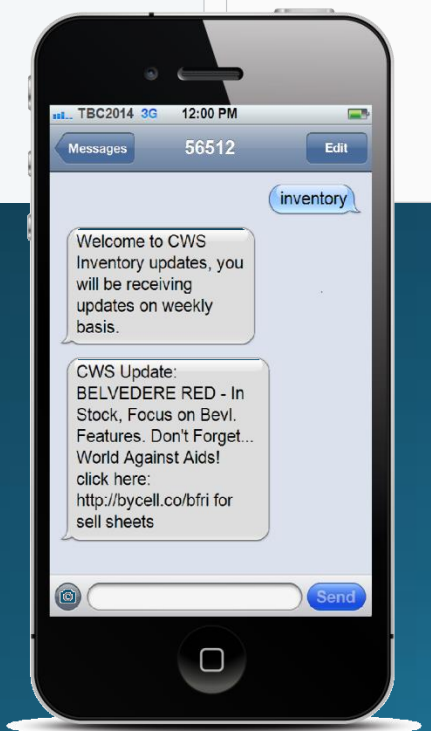
Scheduled Texts

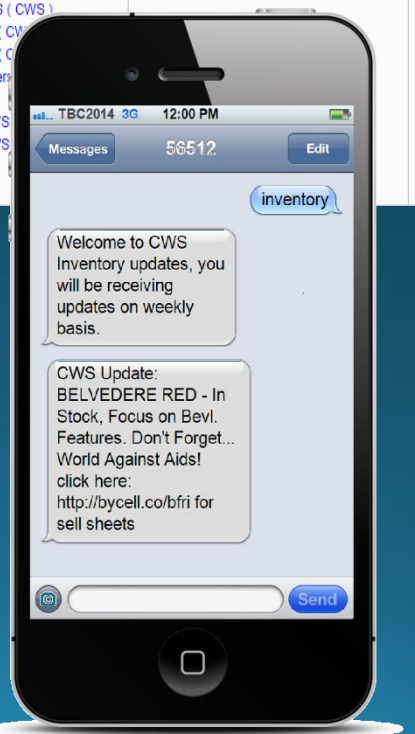
Coastal Wines SMS **Short Code:** 56512 **Primary Keyword:** CWS

- Send/Schedule A Text
- Scheduled Texts
- Manage Lists
- Manage Subscribers
- Manage Inbound Texting
- Sent/Received Texts
- Setting (Admin Only)

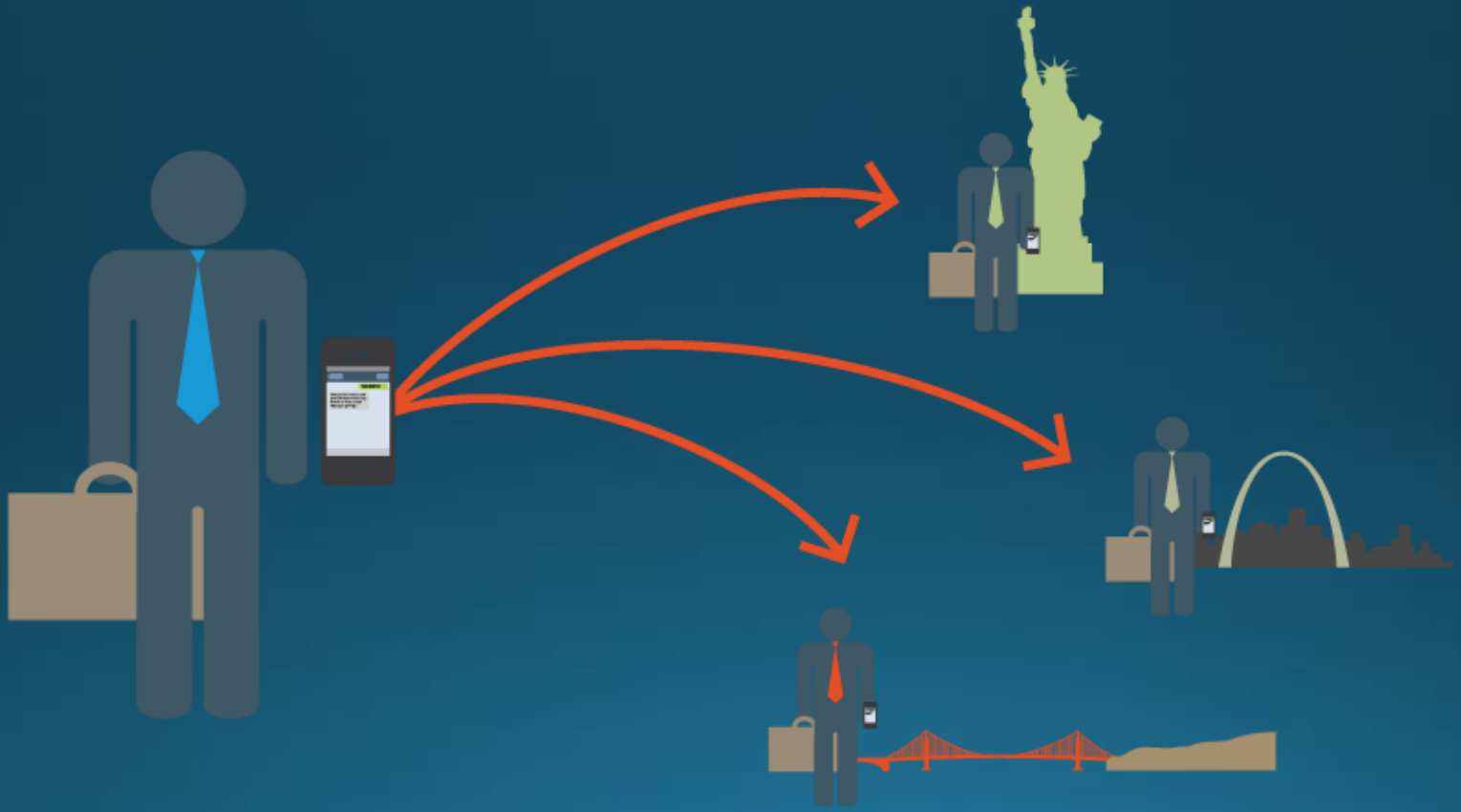
Choose List ALL | Schedule a New Text

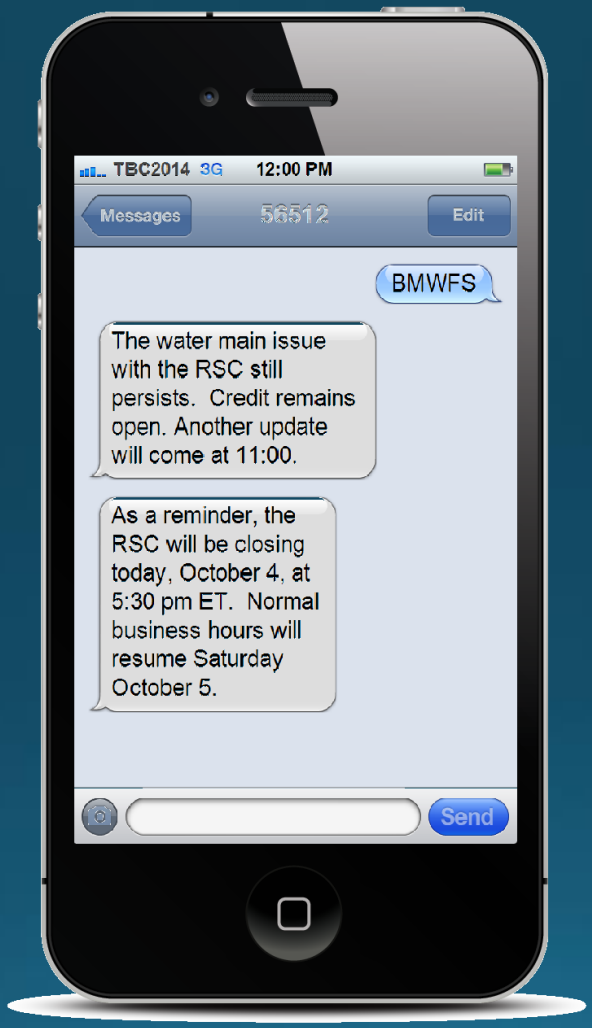
Title	Message	List	Schedule	Send Test	Remove
CWS Inventory Alert	Lakeland Inventory:Baileys Irish Cream 750ml #332086 Back in stock and on the floor ready to bill. 60 characters left Save	ALL AREA MANAGERS (CWS) AM (CWS) CHAINS ACCT EXEC. (CWS) chainsales consultants (CWS) Off Premise Sales (CWS) On Premise Sales (CWS)	UNSCHEDULED Reschedule Send Now to Subscribers On Hold	Send Test	✕
[Enter Title]	CWS Inventory Alert **Discontinued** CHERRY ON TOP WILY JACK SAN TELMO 12 characters left Save	ALL AREA MANAGERS (CWS) AM (CWS) CHAINS ACCT EXEC. (CWS) chainsales consultants (CWS) Field Marketing Managers (CWS) Marioly Perez (CWS) NEW HIRES (CWS) Off Premise Sales (CWS) On Premise Sales (CWS) RPM (CWS)	UNSCHEDULED Reschedule Send Now to Subscribers On Hold	Send Test	✕
	CWS Inventory Alert - GM Cuvee 1880 Item #347603 click here for sell sheet http://bycell.co/blaq 61 characters left Save	ALL AREA MANAGERS (CWS) CHAINS ACCT EXEC. (CW chainsales consultants (C Field Marketing Manager MHUSA PM (CWS) Off Premise Sales (CWS On Premise Sales (CWS RPM (CWS) SLT (CWS)		Send Test	✕





Immediate Delivery of Emergency Information

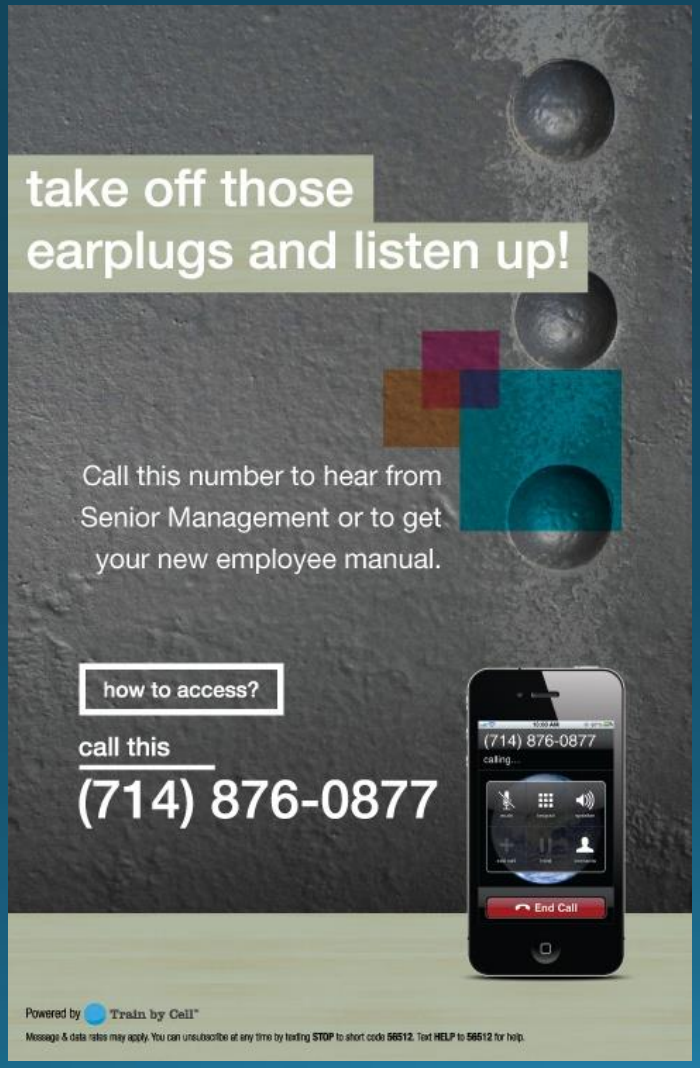


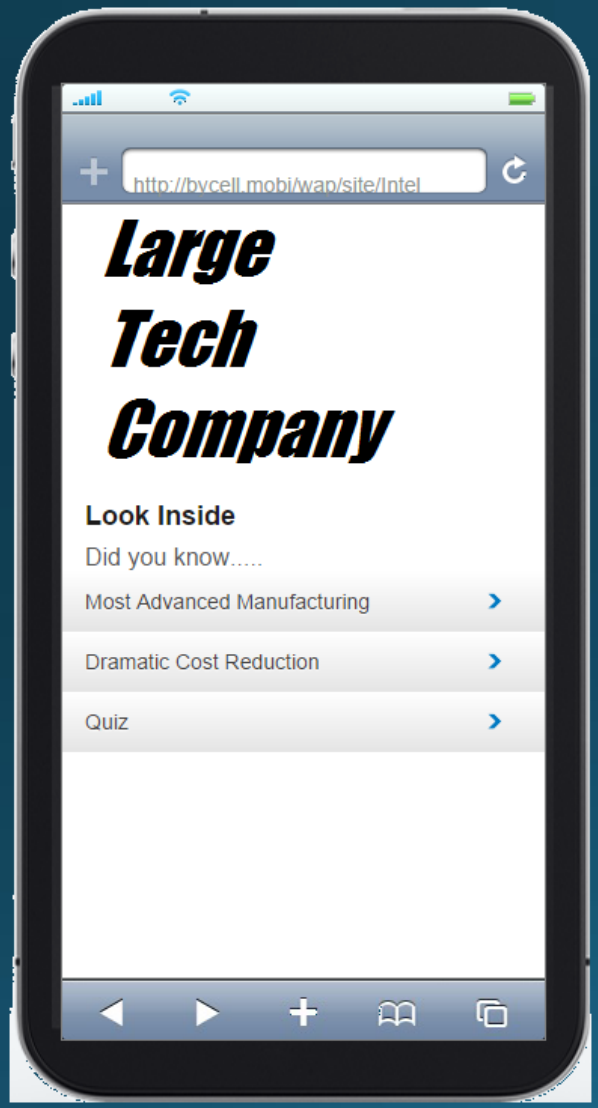

TBC2014 3G
12:00 PM
Messages
56512
Edit
BMWFS
The water main issue with the RSC still persists. Credit remains open. Another update will come at 11:00.
As a reminder, the RSC will be closing today, October 4, at 5:30 pm ET. Normal business hours will resume Saturday October 5.
Send

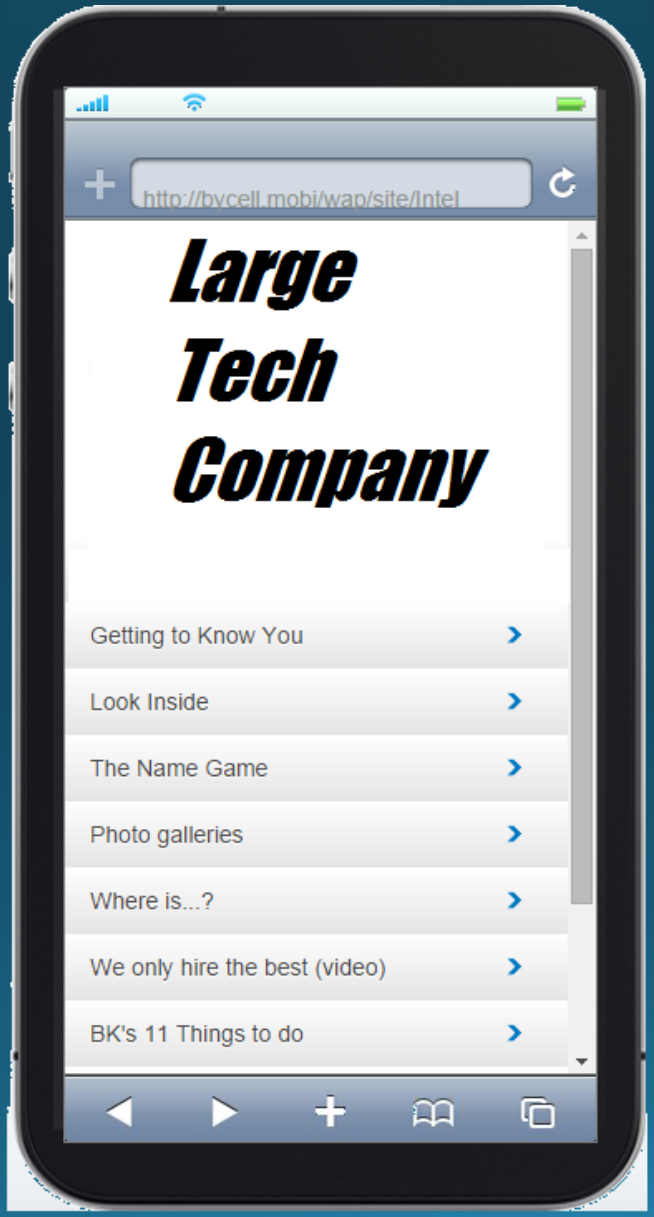
Open Enrollment, HR Manuals

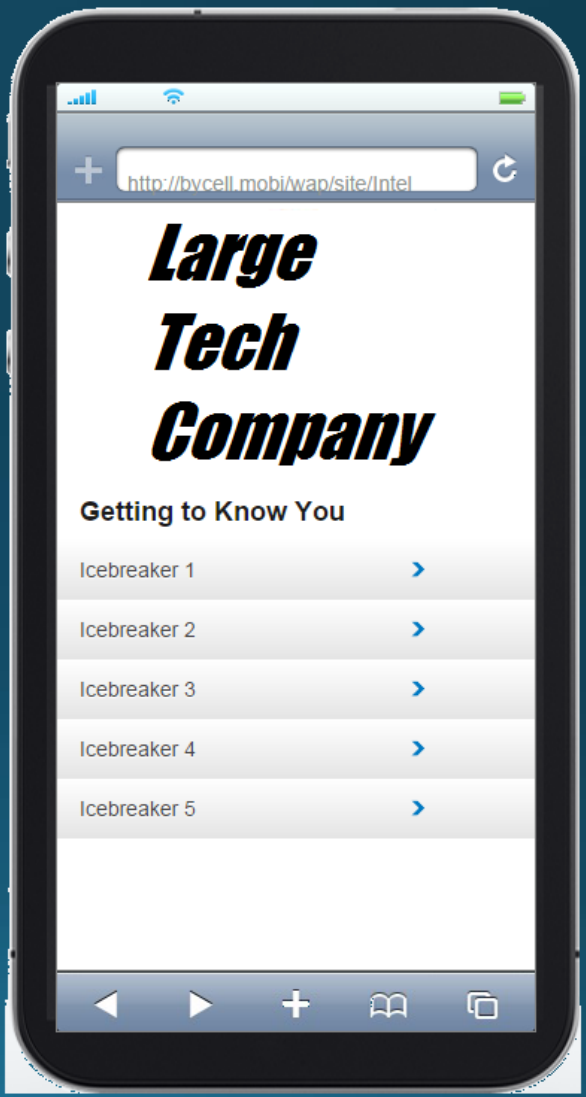
Attracting Potential Hires

Onboarding

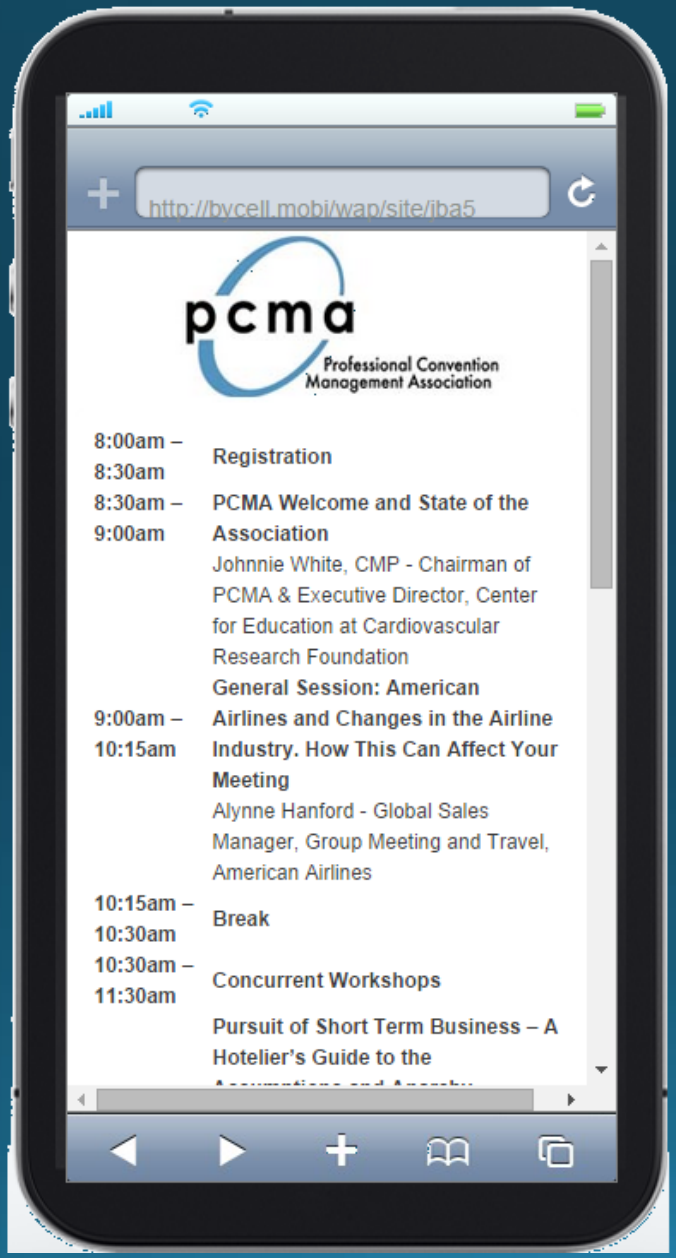

take off those
earplugs and listen up!
Call this number to hear from
Senior Management or to get
your new employee manual.
how to access?
call this
(714) 876-0877
(714) 876-0877
calling...
End Call
Powered by Train by Cell
Message & data rates may apply. You can unsubscribe at any time by texting STOP to short code 56512. Text HELP to 56512 for help.

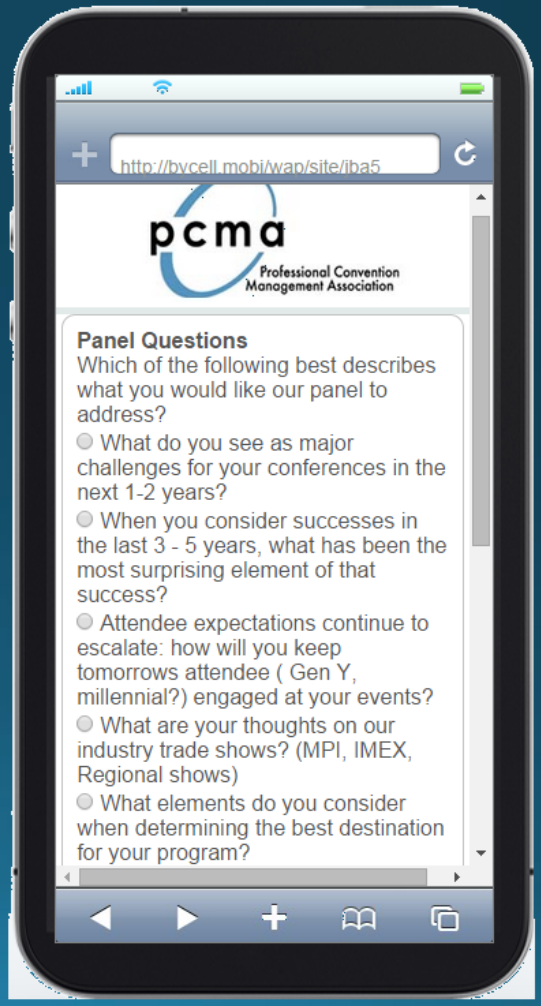

http://bycell.mobi/wap/site/Intel
Large Tech Company
Look Inside
Did you know.....
Most Advanced Manufacturing
Dramatic Cost Reduction
Quiz


http://bycell.mobi/wap/site/Intel
Large Tech Company
Getting to Know You
Look Inside
The Name Game
Photo galleries
Where is...?
We only hire the best (video)
BK's 11 Things to do


http://bycell.mobi/wap/site/Intel
Large Tech Company
Getting to Know You
Icebreaker 1
Icebreaker 2
Icebreaker 3
Icebreaker 4
Icebreaker 5

http://bycell.mobi/wap/site/jba5
pcma
Professional Convention Management Association
Conference Information
Agenda
Sessions, Workshops & Panel Information
Mega Conferences
Northern California Chapter
Southwest and Pacific Chapter
Upcoming Events
About PCMA
Questions For The Panel
Sponsorship


http://bycell.mobi/wap/site/jba5
pcma
Professional Convention Management Association
8:00am – 8:30am
Registration
8:30am – 9:00am
PCMA Welcome and State of the Association
Johnnie White, CMP - Chairman of PCMA & Executive Director, Center for Education at Cardiovascular Research Foundation
9:00am – 10:15am
General Session: American Airlines and Changes in the Airline Industry. How This Can Affect Your Meeting
Alynne Hanford - Global Sales Manager, Group Meeting and Travel, American Airlines
10:15am – 10:30am
Break
10:30am – 11:30am
Concurrent Workshops
Pursuit of Short Term Business – A Hotelier's Guide to the


http://bycell.mobi/wap/site/jba5
pcma
Professional Convention Management Association
Panel Questions
Which of the following best describes what you would like our panel to address?
What do you see as major challenges for your conferences in the next 1-2 years?
When you consider successes in the last 3 - 5 years, what has been the most surprising element of that success?
Attendee expectations continue to escalate: how will you keep tomorrows attendee (Gen Y, millennial?) engaged at your events?
What are your thoughts on our industry trade shows? (MPI, IMEX, Regional shows)
What elements do you consider when determining the best destination for your program?

User feedback

Poll Question

Please share any additional comments, suggestions or thoughts that we should know as it relates to the lessons, the program or your business in general.

Answers

This has ALL been so Powerful for me in that I feel I have mentors, accountability and keeps me on focus on what I need to do.

Love PIP! These lessons were amazing! Love having powerful audios to feed my mind. I want to listen to them over and over!

Think pip program should extend beyond two years provided members are offspringing!

Getting Started

- Would like to learn about how other orgs are using mobile to remind, engage, test, deliver content

- Schedule demo now

Summary

- ✓ More training/learning
- ✓ Increased communication
- ✓ More testing
- ✓ Employees like it
- ✓ Easy to get started
- ✓ Instant analytics
- ✓ Inexpensive

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