

# Allen Develops Global Brand Education Program for HP

*Drawing on innovative gamification and personalization techniques, Allen is building brand education programs for organizations to improve customer experience.*

SALT LAKE CITY, UT, USA, October 28, 2014 /EINPresswire.com/ -- [Allen Communication](#)—expert in learning development, has created a brand education program for HP, a leader in global technology products and services. Targeted development in the areas of gamification and personalization are driving the learning program's success by influencing employee motivation and ultimately driving behavior change. The program has spread virally throughout the organization, achieving 250,000 voluntary course completions (10 times more than any previous training initiative in the client organization's history), as well as measurably improved customer satisfaction ratings.

At the start of the project the organization was in the middle of a company-wide turnaround; they needed a highly creative solution that would improve the customer experience at a rapid pace. To meet the challenge, Allen conducted an extensive needs analysis—along with careful use of performance mapping—to ensure that all design and technical innovations aligned directly with desired behaviors. The in-depth analysis led Allen to focus on custom gamification and personalization strategies.

Allen designed an open scenario game based on the [Net Promoter Score](#), a tool to gauge the customer experience. Allen emphasized that though the game can be addictive, it was not created for entertainment value (as happens often with ineffective learning games), but it was created to allow learners to transfer an understanding of content into specific behaviors.

Allen also integrated a learning portal with multiple courses into the client's existing brand portal. Advanced tracking allows the learning portal to serve the audience personalized content based on roles and choices made throughout the course.

Ron Zamir, CEO of Allen, said, "Brand is one of the biggest tools an organization has. We are very proud of our work to enable our clients to leverage their brand strength through a solution that transfers brand knowledge into valuable behavior. We will continue to invest in creative and unique learning strategies and technologies, such as gaming and personalization, in ways that effectively impact our client's business objectives."

HP's Brand Education Program, "Learning Gone Viral: Inside the Most Successful Learning Program in HP's History," was featured at Masie's [Learning 2014 Conference](#).

#### About Allen

Allen ([www.allencomm.com](http://www.allencomm.com)) offers award-winning expertise in brand education and instructional design. We provide innovative educational strategies focused on improving human and business performance.

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