



## With plans to expand globally, Lenovo got all training needs sorted with Upskill

A multinational company headquartered in Beijing, Lenovo is known for design, manufacturing, and marketing consumer electronic products, software, business solutions, and related services. Lenovo is a Fortune 500 company and is considered the world's largest PC vendor with more than 57,000 employees and a customer base in 160 countries.

### Business Challenges

With plans to expand globally, Lenovo is looking to build deeper roots in each market, by investing in sales and distribution, local domestic manufacturing, R&D, and other high-value functions. The company sought BetterPlace's solutions to drive extensive sales and product training for its sales representatives (ISRs) across different markets. The aim was to increase their product knowledge, improve soft skills, and increase engagement.

### How BetterPlace Helped

BetterPlace's microlearning platform Upskill, which comes with content in 35+ different languages and an intuitive interface, offers rapid onboarding, life-long learning and continuous engagement to workers in different roles. Lenovo benefitted from Upskill's following features:

- Bite-sized content for product technical catalogs
- Gamified learning (contests & quizzes)
- Daily feeds (new products/ features, motivational quotes)
- Noticeboard (Leaderboard & communication channels)
- Soft skills assessments - to identify performers & laggards and provide training based on skill gaps



## BetterPlace additionally offered:

- 6 webinars on a range of topics (like value selling and being a brand ambassador) by industry experts
- Micro-learning modules (gamified and interactive) based on each webinar for future reference
- Modules emphasizing sales concepts

## Results



**232**  
active users



**215**  
learning hours



**133**  
courses conducted

**Unlock your true potential through our people-centric, tech-driven offerings.**  
Empowering your workforce has never been so easy!

## About BetterPlace

Founded in 2015, BetterPlace is the largest workforce management platform offering people-centric, tech-driven solutions that enable enterprises to drive operational efficiency while improving the lives of their workforce. BetterPlace HRMS Platform is a comprehensive, digital solution that helps employers manage the entire life cycle of their frontline workforce by providing them services such as hiring, assessment of job seekers, digital onboarding, KYC, training, attendance management, payroll, compliance & more, while helping frontline employees get upskilled, with on-demand access to financial and healthcare services.

Uniquely placed to solve the gap that exists with the blue-/ grey-collar, contractual and gig workforce, BetterPlace is trusted by over 1,000 organizations & impacted 10M+ lives.

## Transforming the Frontline Workforce Ecosystem

### HRMS Platform

Future-ready  
enterprise platform to  
manage frontline workforce

### SELECT

Tech-enabled  
solutions for contractual  
& gig workforce

### BENEFITS

Insurance &  
Merchandise for  
frontline workforce

### rocket

Pre-verified &  
pre-skilled pool of  
frontline workforce