

PRESS RELEASE

Date : July 1, 2009
Sender : Quince

Quince makes eLearning easier and cheaper

In the past 7 years, eLearning has been a key instrument for Samsung for the penetration of brand knowledge and brand awareness in the retail channel. Quince has always been Samsungs dedicated partner in online training.

Quince has managed to create a new eLearning platform with a refreshed look & feel. A smart content library system was developed, so new training content can now be developed in a minimum of time and at minimum cost. Adding a full new training program will now only take 2-3 days of production time.

More features of this new eLearning platform are: advanced user management, incentive programs, re-branding options and advanced usage statistics.

Quince is a communication agency with expertise in the field of digital media, online marketing and action marketing within the retail and b-to-b market. At the strategic level concepts and campaigns are developed and in-house implemented by one of the four disciplines that constitute the agency. The four disciplines are print media, digital media, marcom software development and events.

For additional information please contact Quince.

Contact : Ben Steenstra
Phone : +31(0)20 34 71 000
E-mail : ben@quince.nl
Website : <http://www.quince.nl>