



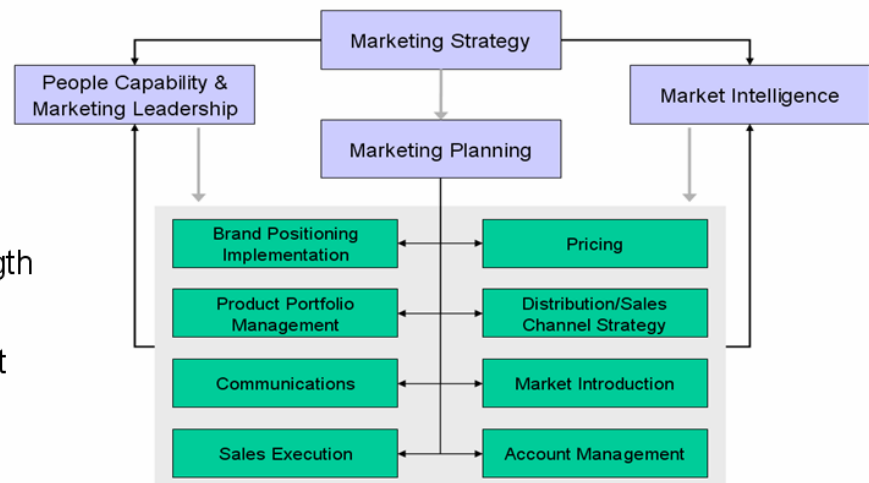
A customer perspective on a Marketing e-Learning Suite

Joep Wijman, San Francisco, 11 October 2006

As Senior Director Marketing Process & Tools at Royal Philips Electronics, I had full responsibility for the total program and vendor contracts.

To speed up focused **marketing capability** understanding, measurement and improvement in Royal Philips Electronics, a **self-assessment tool** was developed to achieve and sustain excellence of marketing and sales processes and measure progress while going.

It indicates areas of strength and areas to improve, capability gaps and what it takes **to be world-class**.



Using the assessment tool, covering 12 marketing elements and 10 maturity levels for each element:

- Work up the maturity scale of each element.
- List strength (evidence) supporting a certain level.
- Identify & draft an action plan to improve.
- Prioritize actions; focus on max 5 – 7.
- Set target for next assessment.
- Implement plans, regularly review and get to the next level.

Maturity scale

Level 10

Level 9

Level 8

Level 7

Level 6

Level 5

Level 4

Level 3

Level 2

Level 1

We created a **collaborative platform (PST M&S Online)** for assessment and improvement tracking of all businesses, but also share and learn from each other.

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Management View

- Summary
- Consumer Electronics
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- Medical Systems
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- Corporate and Regional Units
- Personalized Management Overviews

Assessment Scores

- Assessment Scores
- Element Scores
- Completed this Period
- Assessments Not Completed Yet
- Evidence Calibration
- History
- Download to Excel

Need more information? The **PST M&S Toolkit** on the OurBrand website offers a one-stop shop for the PST M&S. Click [here](#) to add the PST M&S Online to your Internet Explorer favorites. Your Region: EMEA (Click [here](#) if you are in another region.)

In this context an e-Learning suite “PST M&S Toolkit” has been developed, consisting of two modules to explain the tool and how to conduct an assessment on-line ...



PHILIPS | Element 1 - Level 1

PST M&S - Module 2 | Closed Captioning | Contents | Help | Exit

Lvl 1 Supporting evidence and documents | Date: 29 Sep 2005 | References (optional): marketing strat.doc

marketing strat.doc available
manager appointed

We have a document titled "Marketing strategies". We have appointed someone in the organization with the explicit responsibility to lead/manage.

- close this description part
- create improvement action
- open toolbox
- open useful practices
- open learning manual interactive
- open learning manual (pdf)

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... and 13 modules – the Learning Manual Interactive - to provide insight in individual marketing elements and instruct/demonstrate how to climb the maturity ladder ...

Click an item in the menu of the modules

An exercise example in the intro module

PHILIPS | Learning Manual Interactive

Process Survey Tool (PST)—Learning Manual Interactive

- Introduction to the Learning Manual Interactive
- Delivering on the Brand Promise - Coming Soon
- Element 01 - Marketing Strategy
- Element 02 - Marketing Planning
- Element 03 - Market Intelligence
- Element 04 - People Capability & Marketing Leadership
- Element 05 - Brand Positioning Implementation
- Element 06 - Product Portfolio Management
- Element 07 - Communications
- Element 08 - Pricing
- Element 09 - Distribution & Sales Channel Strategy
- Element 10 - Market Introduction
- Element 11 - Account Management
- Element 12 - Sales Execution

PHILIPS | Introduction: Learning Manual Interactive

To navigate, click the topic you would like to explore from the list on the left.

PHILIPS | Learning Manual Interactive Introduction | Case Study Exercise #1

What did Gillette do to succeed? | How is that different from what Philips is doing today?

Type your notes here. | Type your notes here.

Main Menu | Contents | Glossary | Help | Exit

Click "Next" to continue

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Example content of an element module:

- | | | |
|------------------------------------|----------------------------------|----------------------------------|
| 1 : Welcome to Marketing Strategy | 7 : Learning Strategy | |
| 2 : What is Marketing Strategy? | Step Three Requirements | Step Five Requirements |
| 3 : Objectives for this Module | 9 : Competitive Insights | 14 : Optimizing Touchpoints |
| 4 : Marketing Strategy | 10 : Creating a Process | 15 : Strategies |
| 5 : Stages of Capability | 11 : Video Case Study | 16 : Video Case Study |
| 6 : World-class Marketing Strategy | 12 : Downloadable Evidence Files | 17 : Downloadable Evidence Files |

Stages of Excellence

- 19 : Stage One Overview
 - 20 : Stage Two Overview
 - 21 : Stage Three Overview
- 22 : Maturity Ladder Introduction →

| Stage | Level | Activity | Understand | Execute | Evidence |
|---|-------|----------|------------|---------|----------|
| Stage 3: World-class Brand-driven, End user-focused | 10 | Sustain | Understand | Execute | Evidence |
| | 9 | Measure | Understand | Execute | Evidence |
| | 8 | Extend | Understand | Execute | Evidence |
| | 7 | Optimize | Understand | Execute | Evidence |
| | 6 | Approve | Understand | Execute | Evidence |
| Stage 2: Intermediate Brand-guided, Immediate customer-focused | 5 | Complete | Understand | Execute | Evidence |
| | 4 | Evaluate | Understand | Execute | Evidence |
| | 3 | Redirect | Understand | Execute | Evidence |
| | 2 | Upgrade | Understand | Execute | Evidence |
| Stage 1: Basic Product-focused | 1 | Assess | Understand | Execute | Evidence |

When completing an assessment online, here's how the summary for your business may look like.

PST M&S Online

Home | Dashboard | Search | **Management View** | Export | Contact Us | About | Help | Site Map

Management View

DAP

Assessment Scores

Assessment Scores

- Element Scores
- Completed this Period
- Assessments Not Completed Yet
- Evidence Calibration
- History
- Download to Excel

Assessment of DAP - BU OHC - BU Oral Health Care

Published: Q1 2006 by Frank McGillin YP on 06 Apr 2006

Unit Admins: Christine Robins YP

Unit Members: Frank McGillin YP, Mark Sneeringer YP, Linda Grez YP, Kip Nelson YP, Brian Johnsen YP

Options: charts

| Element (click on link for details) | Assessment History | | | | | | | | | | Assessment Score | | Target | | |
|--|--------------------|---|---|---|---|---|---|---|---|----|------------------|-------|--------|-------|-------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Q3 04 | Q1 05 | | Q3 05 | Q1 06 |
| 1 Marketing Strategy | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | 6 | 3 | 5 | 5 | 7 |
| 2 Marketing Planning | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | 5 | 5 | 7 | 7 | 8 |
| 3 Market Intelligence | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | 5 | 1 | 5 | 5 | 7 |
| 4 People Capability & Marketing Leadership | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | 5 | 3 | 5 | 5 | 6 |
| 5 Brand Positioning Implementation | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | 4 | 2 | 6 | 6 | 7 |
| 6 Product Portfolio Management | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | 4 | 2 | 2 | 3 | 7 |
| 7 Communications | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | 5 | 7 | 7 | 7 | 7 |
| 8 Pricing | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | 6 | 3 | 3 | 6 | 7 |
| 9 Distribution/Sales Channel Strategy | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | 4 | 4 | 4 | 4 | 6 |
| 10 Market Introduction | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | 4 | 3 | 3 | 7 | 7 |
| 11 Account Management | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | - | 3 | 3 | 4 | 5 |
| 12 Sales Execution | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | - | 2 | 2 | 5 | 5 |
| | | | | | | | | | | | 4.8 | 3.2 | 4.3 | 5.3 | 6.6 |

What problems or challenges did we overcome?

Managing a “multi-stakeholder set up” involving managers and executives of different Product Divisions, Rapid Response Teams consisting of end-users from different businesses reviewing script and beta-versions, internal/external SME’s and the e-Learning vendor.

What were the results?

Engaging and easy to access/navigate instructional material focused on job support as appropriate and as needed with practical examples from many different businesses

What were our lessons learned?

Managing and understanding what it takes to develop high quality modules and orchestrating all different “cooks” involved.