

CHALLENGE

RadioShack offers a retail service concept that is unlike any other specialty consumer electronics retailer. This unique position allows the company to provide simple, cost-effective solutions to meet everyone's routine electronic needs and families' distinct electronic wants. The company has over 4,500 company stores, 2,000 dealer franchise stores, over 500 Sprint and Sam's Club kiosks, and 30,000 sales associates.

RadioShack prides itself on having the highest customer service ratings of any consumer electronics retailer. This important competitive differentiator would not be possible without trained customer service personnel. In RadioShack's "small box" stores, every employee has to be a generalist. This means knowing everything about every product – all 6,000 of them!

RadioShack had been sending training videos to all its stores, but eventually decided that "blended learning", which combines self-paced learning with performance support, live face-to-face training, and virtual collaboration, would be more effective. The challenge was how to train a dispersed workforce which, while technically savvy, was also subject to retail's high turnover rate.

SOLUTION

RadioShack selected the Ignite Content Delivery Solution as an integral part of its blended, mixed media learning environment. Ignite gives its customers complete branding control over the end user experience, so RadioShack internally re-branded the Ignite solution as **RadioShack TV**. This enabled the company to politely deliver video content to end users' hard drives 24 hours before the related online course is launched from its Learning Management System.

Ignite keeps track of all delivery and usage information, so RadioShack management can see how many times a user has viewed a video, how much of the video they viewed, who is and is not using new videos, whether or not the user responds to questions, and the answers to those questions. This "auditability" of content usage provides for powerful analysis of the effectiveness of RadioShack's videos and, if needed, allows managers to target supplemental or remedial content to users.

Title	Type	Length	Deliv
Enable Scheduler	Software		8/18/06
Disable Scheduler	Software		8/18/06
Performance Mgmt:Performance Planning & Coaching	Video	9m:55s	8/29/06
Individual Coaching Plan PP	PowerPoint		8/29/06
Store Mgr Realistic Job Preview	Video	7m:55s	9/18/06
Sales Associate Realistic Job Preview	Video	4m:40s	9/18/06
Web Order Management - Ship-to-Store	Video	8m:15s	9/19/06
September DVP Broadcast	Video	53m:55s	9/20/06
Selling Process Series: Overcoming Objections	Video	8m:55s	10/2/06
Selling Process: Overcoming S.P. Objections Part 1	Video	9m:26s	10/2/06
Selling Process:Overcoming S. P. Objections Part 2	Video	7m:17s	10/3/06
Selling Process Series: Ask Customers to Buy	Video	11m:48s	10/3/06
Performance Management: 4 Cs of Coaching	Video	5m:29s	10/3/06
October 2006 DVP Broadcast	Video	65m:0s	10/17/06
Selling Process Series: Using Answers Plus	Video	9m:59s	10/24/06
Selling Process Series: Selling Flat-Panel TVs	Video	10m:37s	10/24/06
Selling Process Series: Asking Permission to Offer	Video	9m:48s	10/30/06
Operations: iPods and RMAC	Video	5m:49s	10/31/06
Selling Process Series:Provide the Right Accessory	Video	6m:15s	11/3/06
November DVP Broadcast	Video	1H:6M:46S	11/8/06
LearningCenterIntro.WMV	Video	2m:39s	11/8/06
LearningCenterIntro.wmv	Video	2m:39s	11/8/06
Manager Meeting: Segment 1 of 3 Nov 2006	Video	14m:1s	11/10/06
Manager Meeting: Segment 2 of 3 Nov 2006	Video	4m:19s	11/10/06
Manager Meeting: Segment 3 of 3 Nov 2006	Video	12m:25s	11/10/06
Manager Meeting: Role Play 1 Nov 2006	Video	0m:18s	11/10/06

Powered by Ignite, RadioShack TV delivers video content to RadioShack stores.

RESULTS

RadioShack delivers 180,000 online certifications in an average month (and a staggering 250,000 per month during the holiday season), with the help of **RadioShack TV**.

During a 15-week period in late 2006, **RadioShack TV**:

- Delivered nearly 270,000 packages containing over nine terabytes of rich media content
- Achieved a view rate of over 91% for one 26-minute training video



RadioShack Corporation (NYSE: RSH) is one of the nation's most experienced and trusted consumer electronics specialty retailers. The company has a presence through almost 6,000 company-operated stores and dealer outlets in the United States, more than 150 RadioShack locations in Mexico and nearly 800 wireless phone kiosks.

RadioShack's dedicated force of knowledgeable and helpful sales associates has been consistently recognized by several independent groups as providing the best customer service in the consumer electronics and wireless industries.

For more information about the Ignite Content Delivery Solution, visit www.ignitetech.com.