

SURESNES, FRANCE, October 05, 2013 /**24-7PressRelease**/ -- Serious Factory, 3D software publisher and expert in gamification, extends its offerings with a new training software solution -- Virtual Training Suite . This first version is intended for sales personnel in direct contact with customers.

- Supporting trainees in classroom sessions and on-the-ground applications -Recognized as an expert in realistic and immersive educational games, Serious Factory meets the demands of companies seeking to quantify and maximize their ROI on training programs by providing the missing milestone in the value chain between training and operational monitoring. Indeed, once staff is evaluated and trained, how can a company ensure their performance is sustainable and their knowledge is up-to-date with the evolution of the business and market demands?

The solution is Virtual Training Suite . Classroom lessons can now be supplemented with immersion in virtual real world situations to develop and reinforce sales force skills. The flexibility of this training tool assists both trainers and management teams in more effectively preparing employees for new industry developments.

Virtual Training Suite (VTS) includes several complementary tools adapted to three targets of the training process:

1) The trainee. This serious game is an innovative, effective and important training tool providing practical lessons during classroom training. Trainees can independently perfect their newly learned skills through successive iterations at any time.

2) The instructor. The serious game is a companion tool for face-to-face classroom sessions. He or she uses the game as real time supplementary support to monitor the development of trainees' skills as they interact with the software through dialogue with avatars and/or interactive voting boxes. Instructors have a touch screen software console through which they can manage different course materials such as films, animations, serious games, presentations, PDF files, etc. It all adds up to a much more dynamic training experience!

3) Marketing teams. This serious game is a continuing education solution designed for field use after classroom training sessions. It consists of a user interface where you can update products, offers and scenarios to confront trainees with new situations directly related to their role. It even provides feedback to managers regarding the practical skill level attained by trainees before assigning them to real cases.

The first version of Virtual Training Suite is designed to address customer relations issues, a major priority of companies. This initial application of VTS is therefore aimed at the sales force and others in direct contact with customers whether in stores, online, via call centers, or in maintenance and support departments, etc.

- A business solution integrating the principles of Marketing Creatique - Aimed at corporate training, this version of Virtual Training Suite was developed in partnership with Income Consulting - Les EMC* around the Marketing Creatique Applique à la Vente (MCAV). This methodology has been developed by Income Consulting through 25 years of research and applied to hundreds of case studies. It allows us to understand the factors and mechanisms that determine and change people's behavior in selection and purchasing decisions. It also provides accurate predictions of future customer behavior, information that is necessary to create, improve, and adapt any product or service offering and its marketing mix. By analyzing five key behavioral variables -- dissatisfaction, knowledge, uses, needs and evolution, it leads to dramatic improvement in business performance when applied to sales.

"Virtual Training Suite is a true strategic tool for corporate training. It is based on a serious game engine that incorporates a conversational module and speech synthesizer that is unique in today's market of gaming for professional training. The number of possible scenarios provides an ultra-realistic dimension to the game. Seven types of customer profiles (male or female), a variety of commercial offers integrated by the company itself, etc.," explains William Peres, CEO of Serious Factory.

"Virtual Training Suite is incredibly effective in applying the principles of Marketing Creatique and leveraging the sales performance of trainees," notes Georges Kryceve, manager of Income Consulting - Les EMC* and co-creator of Marketing Creatique .

* EMC: Experts of Marketing Creatique

About Serious Factory:Trusted by leading industry players (Dassault Aviation, Renault, Colas, Heytens, Total, Galderma, Mindray, etc.), Serious Factory is a developer of 3D software and digital application solutions for marketing and sales. It assists businesses in their marketing strategies for acquiring new customers, building customer loyalty, and training.

Its 3D software -- 3D SpaceConfigurator , 3D Product Configurator , 3D Virtual Tradeshow -- and digital solutions - Virtual Training Suite , serious games, advergames -- are used by decision-makers of large European and other international companies seeking virtual solutions to assist in increasing profit, operational efficiency, and cost-reduction. Application software is developed by Serious Factory to harness the creative potential of 3D with its realism, quality graphics, and fluidity of movement. It provides users, customers, and employees a uniquely immersive and interactive experience to see the reality of tomorrow.

3D Space Configurator , 3D Product Configurator , 3D Virtual Tradeshow and Virtual Training Suite are registered trademarks of Serious Factory.

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