



## Automotive Industry

### Case Study

Gamified  
microlearning  
solution deeply  
engages learners  
and creates  
knowledgeable  
EV advocates.



## Results

- Through **brief weekly quizzes and activities**, learners test their EV knowledge and **gain points** on a leaderboard, **earning a chance at winning monthly prizes**.
- AI-generated reinforcement quizzes drive knowledge retention: over **89% accuracy** after 12 months.
- **Over 10,000 enrolled** participants.
- **83% engagement** level maintained over 12 months.
- **94% of learners** agreed that they have learned things through the game that would help them on the job.

