



# PRODUCT LEARNING

The goal of the Product Learning team is to develop and deliver training courses to the highest standards of excellence in creating positive impact to your business.



## Meet the Team:



**Gaelle Tal**  
Manager,  
Product  
Learning



**Tamara Katz**  
Content  
Development  
Specialist



**Maya Yifat**  
Content  
Development  
Specialist



**Anita Casanovas**  
Delivery Manager,  
Product  
Learning



**James Graser**  
Delivery  
Specialist,  
North America



**Steve Manning**  
Delivery  
Specialist,  
North America



**Asaf Tannenbaum**  
Content  
Development  
Specialist



**Gideon Behrensmeyer**  
Content  
Development  
Specialist



**Mikel Poulsen**  
Delivery  
Specialist,  
North America



**Simon Allen**  
Operational Channel  
Manager, Europe,  
Middle East, Africa



**Rolph Danko**  
Operational Channel  
Manager, Europe,  
Middle East, Africa



**Hugo Thomsen**  
Operational Channel  
Manager, Europe,  
Middle East, Africa

## Categories of Product Learning

We divide our training offerings into three areas to support the widely varying needs of our customers.

### Product Foundation:

The essential information necessary to begin using the LivePerson channels and products for your business.

### Product Enablement:

A richer set of information on the product that allows you to optimize, enhance, and grow your use of the product beyond just the “need to know” basics.

### Skills Enablement:


This information empowers users of the product to be true “superstars” who take ownership of the engagements and drive them to the successful resolution that positively impacts your business


## Product Learning Delivery Methods

We will work with you to deliver a training program that meets your needs and your budget. There are four methods of delivery. While most courses can be delivered in most of the methods, not all courses are available via all methods.

 **Self paced** - Learn at your own pace via easily accessible web based content











 **Remote** - Personalize your training while remaining cost effective via live training delivered over the phone and web

 **Classroom** - Enhance your personalized training via an onsite visit from our training specialists. Live instruction, side by side coaching and even “go live” assistance will be provided at the location of your choice




























 **\*\*ALL NEW\*\* LivePerson University Magnet Schools** - Learn advanced content and skills with other clients who share your challenges and questions. Collaborate on best practices and solutions while building a network for success

## Product Learning Course Examples




### Product Foundation:

Administrator Console Basics & Advanced	LP CHAT  LP VOICE  LP MARKETER  LP INSIGHTS 	Self paced,  Remote 
Agent Console Basics	LP CHAT  LP VOICE 	Self paced,  Remote 

## Product Enablement:

Fundamentals of Program Management	LP CHAT  LP VOICE 	LivePerson University  Magnet Schools
Staffing your Channel Effectively	LP CHAT  LP VOICE 	Onsite  Remote 
Measuring & Optimizing Your Agent Pool	LP CHAT  LP VOICE 	Remote 
Assessing the Effectiveness of Your Visitor Segmentation	LP CHAT  LP VOICE  LP MARKETER 	Onsite 
LivePerson Reporting Basics & Advanced	LP CHAT  LP VOICE  LP MARKETER  LP INSIGHTS 	Onsite 
Voice of the Customer Analysis	LP CHAT  LP VOICE  LP INSIGHTS 	Onsite 
Advanced LivePerson Rules & Code	LP CHAT  LP VOICE  LP MARKETER 	Onsite 

## Skills Enablement:

<p>LivePerson SURA Online Engagement: Apply our proven SURA methodology to enhance your agent skills on any of the value opportunities from customer acquisition through customer service.</p> <p>Set the Tone Understand the Customer Recommend the Solution Achieve the resolution</p>	<p>LP CHAT  LP VOICE </p>	<p>Onsite </p>
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## Connect with Product Learning

Stay in touch with what LivePerson Product Learning has to offer you!

- Visit the "Training" online in the Customer Center area of your LivePerson account
- Visit the LivePerson website at <http://www.liveperson.com/products-services/support/training>
- Look for the online version of our 2012 Product Learning Course catalog in December of 2011
- Contact us if you have any questions or comments - [lptraining@liveperson.com](mailto:lptraining@liveperson.com)