



## Epsilon and Franklin Covey Co. Presented 2014 Brandon Hall Excellence in Learning Silver Award for 'Best Custom Content'

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### *Epsilon Employees Worldwide Trained on "Mastering Epsilon" via Eight Interactive Online Learning Modules, Saving Time and Costs*

IRVING, Texas & SALT LAKE CITY--(BUSINESS WIRE)--Feb. 18, 2015-- [Epsilon](#) and [Franklin Covey Co.](#) (NYSE: FC) today announced they have been presented the **2014 Brandon Hall Excellence in Learning** Silver Award for "Best Custom Content."

The partners submitted the custom, interactive online project for review by the [Brandon Hall Group](#) for the Excellence in Learning Awards. Entries were evaluated by an international panel of veteran, independent senior industry experts and Brandon Hall Group senior analysts and executive leadership, based upon the following criteria: Fit to the needs, content presentation and navigation, use of media, interactivity and engagement, and overall. The "Best Custom Content" awards were given for self-paced, custom-designed online courses, related to workplace learning.

"We were thrilled to recognize this year's winners in an online event, sharing the results in real time with those who have excelled in learning, talent management and sales and marketing efforts, and who have been so supportive of our program," said Rachel Cooke, COO, Brandon Hall Group. "We are honored to have received submissions from all over the world. This year's submissions exemplified a high standard of performance in the organizations and demonstrate clear measurable business results through these innovative programs."

Epsilon, an all-encompassing global marketing business with a vast portfolio of clients, has experienced impressive growth coupled with several strategic acquisitions over the last decade, adding human capital and many solutions to their portfolio. All this growth has, at times, made it challenging for their more than 7,000 associates in 70 offices globally to have a complete knowledge of the solutions they offer and the ways in which they support their clients.

The "Mastering Epsilon" interactive online training courses were created with the goal of providing client-facing associates with all of the tools and resources needed to effectively communicate with clients and prospects on all of Epsilon's capabilities.

Epsilon partnered with FranklinCovey's [custom instructional designers](#) to develop the custom learning modules. "Mastering Epsilon" was approached in three phases. The first was to create awareness and understanding of Epsilon's product areas and the benefits of a solutions selling approach. The second phase was to empower associates to demonstrate applied learning in various product areas and to recommend product outcomes. The third and final phase was to give associates the ability to recommend integrated solutions, ultimately affecting business outcomes.

Once the content areas were identified, FranklinCovey worked with internal Epsilon experts in each area—all of whom are on the frontline engaging with clients on a daily basis. FranklinCovey's project team and instructional designers, in collaboration with Epsilon's internal project team and experts, developed and refined the custom eLearning modules. The use of eLearning as a solution for this course met the need to provide a consistent message delivered, over a wide geographically and ethnographically diverse audience, in a limited timeframe.

"It's an honor to receive this award with FranklinCovey," said Jane Huston, Senior Vice President, Human Resources, Epsilon. "At Epsilon, we know our most valuable asset is our associates; empowering them with the right tools will have a positive impact on our business. The success of the Mastering Epsilon courses would not be possible without the effort between our internal teams and FranklinCovey's strategic guidance."

"We are very pleased to be honored by the Brandon Hall Group for the custom interactive online project we partnered with Epsilon to complete," said Kris Siddoway, Director, Custom Client Solutions, FranklinCovey. "It was our privilege to assist Epsilon by providing ongoing project management, instructional design, and programming services. Whether clients adapt one of FranklinCovey's existing [Excelerators](#) or build an entirely new online training program from the ground up, as Epsilon did, we can create customized training programs and tools tailored to meet any organization's specific needs and challenges. And, we are honored to have done so for Epsilon."

### **About Franklin Covey**

[FranklinCovey Co.](#) (NYSE: FC) is a global company specializing in performance improvement. We help organizations achieve results that require a change in human behavior. Our expertise is in seven areas: leadership, execution, productivity, trust, sales performance, customer loyalty and education. Franklin Covey clients have included 90 percent of the Fortune 100, more than 75 percent of the Fortune 500, thousands of small- and mid-sized businesses, as well as numerous government entities and educational institutions. Franklin Covey has more than 100 direct offices providing professional services in over 150 countries. For more information, visit [www.franklincovey.com](http://www.franklincovey.com).

### **About Epsilon**

Epsilon is the global leader in creating connections between people and brands. An all-encompassing global marketing company, we harness the power of rich data, groundbreaking technologies, engaging creative and transformative ideas to get the results our clients require. Recognized by Ad Age as the #1 World CRM/Direct Marketing Network and #1 U.S. Agency from All Disciplines, Epsilon employs 7,000 associates in 70 offices worldwide. Epsilon is an [Alliance Data](#) company. For more information, visit [www.epsilon.com](http://www.epsilon.com), follow us on Twitter [@EpsilonMktg](#) or call 1.800.309.0505.

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