

## Senior Expert Contact – a Program of Swisscontact POTENTIAL MEETS EXPERIENCE

The retired professionals of our Senior Expert Contact (SEC) are qualified experts on site. Through their consulting services, they provide hands-on, cost-effective support towards sustainable development of companies and institutions.

**SEC Remote Assignment in Mongolia, 2021**

**Assignment No. 3801**

**Location** Ulaanbataar, Mongolia

**Client** E-Commerce

**Expert** Robert W.J. Cohnen,  
Branding, Marketing &  
Management Expert

**Period** 23.04. - 30.07.2021



### Client Profile

E-Learning platform under the name of IDigital, aimed to provide e-learning courses about the use of internet channels and social media, targeted mostly to SME's and their staff.

### Tasks

- To improve the awareness of IDigital as a leading e-learning platform
- To assist in training of employees
- In general to provide a business plan

### Results

The expert introduced a marketing concept of IDIGITAL "intelligent e-learning", with the brand slogan of "the professional way to market online business". He created the communication story for the website; promoted to make an English version of the website; made a program to inspire the teachers and to work with online trainers; as well as "how to improve the learners satisfaction". Finally, he presented a checklist for the assesment of online teachers.