

Case History 1

RETAIL



Client Needs

The Client wanted to:

- Reduce turnover among new hires within the first two months of the onboarding process.
- Strengthen customer relationships to make workforce members feel like part of the customer's family.
- Enhance the personal resilience to face the challenges of 'door-on-face' encounters, displaying the company values and the pride of being part of this group.

The Request

- Design and development of the training Academy.
- Definition and implementation of Learning KPIs.



The project

For the construction of the Training Academy, APPrendere defined:

- The strategic performance objectives (goals / priorities): reducing the number of resignations, creating a customer network to obtain successful sales.
- Learning personas, the primary profiles of learners
- The Key Performance Indicators of the learning process. KPIs were defined and measured for:
 - HR (% of resignation).
 - Customer relations.
 - Superior resilience, a positive attitude even when life is hard.
 - Selling product knowledge.



Results

Customized learning approach

Each user has a unique learning experience, with the chance to designate preferred paths and master new topics through adaptive programs and personalized navigation preferences.

Learning Cluster around the learner

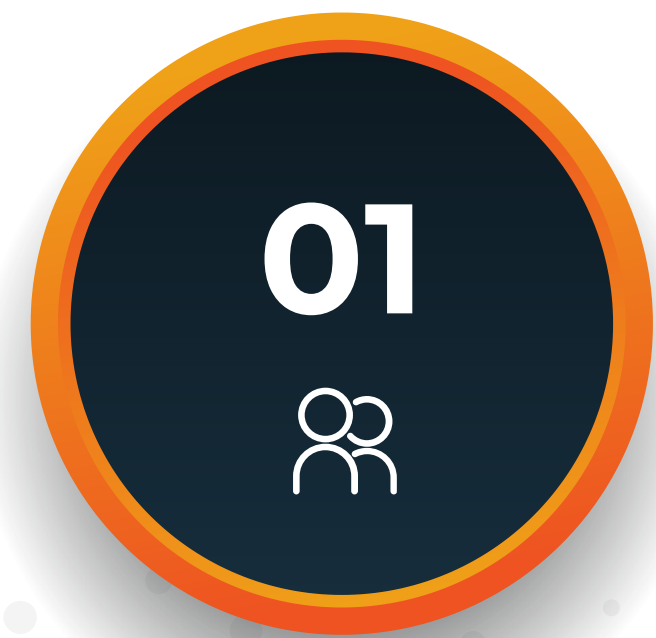
The learner is surrounded by a number of learning assets: social, formal, immediate.

Reporting

Consistent reporting dashboards track the progress of both groups and individuals.

Case History 2

RETAIL



The Request

- Support the migration of data and content.
- Reorganization of the Docebo LMS platform.
- Training Academy processes, impacting the entire retail organization.

Client Needs

The client aimed to enhance the skillset of over 40 Zara shop assistants who work in-store for extended hours. Thus, the client's primary objectives were to integrate training seamlessly into the workflow and enhance the skills of its employees through mobile-delivered training.



The project

- **Info collection**
User requirements gathered through interviews and documentation.
- **The co-design and co-making methodology guided the development of a new LMS platform**, in alignment with the revised user requirements: simplified UX (learner's interface), reduced registration times, certification processes, and access procedures.



Results

Entirely new learning experience

customized to suit the preferences of the target audience: autonomous learning by doing experience of specific professional activities (e.g., moodboard creation and sharing).

Target audience: new skills ownership

demonstrated by the willingness to add value to customer experience through Style consultancy. Perceived usefulness of the program was rated at 95%.

Availability of a new, easily updatable learning tool for a wider audience

Learning modular structure, the training can adapt to changing training needs in this skill area.