

## RETAIL INDUSTRY CASE STUDY

### PROBLEM

Client is a Fortune 50 retailer with over 2,000 locations and 250,000 employees worldwide. In late 2008, the company released a new product to the marketplace and needed an efficient, effective way to educate their workforce on the new offering. The first challenge was identifying a method for reaching such a large population in three shifts. The next challenge was to ensure a consistent message was delivered at each store and to provide a method for certifying participants who successfully completed the course. Our final hurdle was working within the limited confines of the client's IT infrastructure.

### SOLUTION

The client partnered with Intellum to create a completely customized e-learning course to ensure message consistency. Intellum instructional designers created a storyboard, and graphic designers created a virtual tour of the product. The course was highly engaging with several interactions throughout the 25 minute module. The client also chose to deliver the content via Intellum's Rollbook learning management system, meaning the course content was available 24/7 via terminals inside the stores. Intellum's LMS provided a centralized portal for accessing and launching the course, robust reporting capabilities, and certificate generation. The application and course creation methodologies also maintained a small bandwidth footprint, as no screen was over 1 megabyte.

### RESULTS

The goal for this project was to train one employee per store on the product and designate this employee as "Certified". The first course was launched in October of 2008 and by Thanksgiving of that year, over 2,000 employees had completed training. So, within a month, we hit our target. We weren't done yet though. Between late November and the end of 2008, another 25,000 employees completed the module. Better still, 50,000 more employees became "Certified" in the first quarter of 2009. When the project was completed, over 90,000 employees had completed the certification, and we had one happy client.