Seamless Training for Staff, Suppliers and Franchisees with MapleLMS

About Our Client

Our client is one of the largest discounted retail conglomerates across the globe with a revenue of around USD $96.3 billion, more than 670 multi-brand departmental stores, and 24600+ staff members. The client was struggling to meet the employee training needs as the world went reeling under the current COVID-19 pandemic. The conventional in-person training sessions were not feasible due to federal guidelines on health safety. The huge sales and customer support teams wanted training to stay abreast with industry updates and efficiently serve the customers.

The Business Challenges

Our client had an on-premise learning management system (LMS) to train the workforce. The pandemic-led restrictions pushed our client to have a modern LMS that can deliver impactful training to the staff across time zones and groom them to deliver better customer service. As the client was not able to provide an enriched learning experience to the remote staff with an outdated LMS, it needed an intuitive and cloud-based one. The client required existing training content and flawless techniques to seamlessly upload the reference material within a unified LMS ecosystem to enhance their Learning & Development solutions.

After reviewing their entire system, interviewing group managers & stakeholders, we recognized the operational roadblocks of their existing training software.

We have identified the following challenges that our client was struggling with everyday:

1 Training Data Management Issues

The administrators were struggling with managing the training data properly in a manual LMS. The disconnected LMS was not able to share data with other important systems in the retailer's IT ecosystem. The client's digital ecosystem was not supporting complete online training with diverse content formats like audio, video, presentations, text documents, PDFs, etc.

2 Obstacles in Tracking Content and Learner Performance

Managing training, learning programs, generating reports and consolidating analytics of content and learning engagement for a huge workforce on an old LMS was unachievable. The client struggled to monitor and collect reports on time for the content performance and learner engagement, attendance and correctly tracking every bit of data in the LMS was a gruelling task. Apart from that, the client wanted to track the on-going training and monitor the employee progress in the live training programs.

The Business Challenges

3

Lack of a Content Authoring Tool

There were no authoring standards to ensure that the content can be shared and tracked across different platforms seamlessly. The client wanted an easy content authoring tool to simplify the process of uploading multiple content formats in multiple languages and access it seamlessly

4

Poor Customer Satisfaction

The customer support teams across geographies weren't trained enough to effectively handle customer feedback, complaints, and deliver the best solutions. This was prominent due to an LMS which was in silos and available only in the office intranet. Low customer satisfaction was troubling the client for a long time, and the client needed an enhanced and personalized experience for their customers (online and offline) to eventually boost sales. Absence of online and on-demand courses deterred the customer support team from achieving their best in terms of customer satisfaction or increasing sales.

5

Lack of Learner Engagement and Communication

It was a daunting task for the client to effectively train their employees, they needed an AI-enabled efficient platform that could remotely train their staff, let them communicate with each other and the instructor. The client required an online learning management software with a mobile-friendly platform to deliver the training faster. Lack of communication and learner engagement prevented the client from implementing the right training program.

The Business Challenges

6 Compliance Training

Lack of proper compliance training of staff, franchisees and suppliers, resulted in a variety of issues for the customer support team as well as for customers. It was hard to train the support staff to ensure that they are well informed about the latest product guidelines and service regulations. Safety guidelines and regulatory policies that the staff must be trained at were not done as planned. Locations with poor internet connectivity were the worst hit.

7 Slow Business Processes

Lack of training for workforces at different levels (including drivers, technicians, mid-level store workers, assistant store managers, sales staff, customer support staff, etc.) resulted in slow business processes, sales pipelines, and stock management.

8 Onboarding was Time-Consuming

Manual entry of training information in the client's system was a difficult activity and there was no dedicated system to share the LMS data with the HRMS accurately. Manual entry by admins increased the chance of frequent errors in learners' data. Onboarding the customer support staff and sales team on a training program involved a lot of time. Moreover, franchisees, partners, and suppliers needed a smooth onboarding process and a quick walk through of the company policies and regulations to carry out business.

Solutions Offered

We implemented MapleLMS and helped our client to transform their traditional training system with our modern learning management system. MapleLMS helped the client's learning management in the following ways:

1

Automated Administration of Training Data Management

MapleLMS assisted our client in automating most of the administrative tasks for training data management and training program management. Right from hiring to onboarding and assigning role-specific training to the new hires got automated with the LMS. The LMS was able to share emails, notifications, exam and fee payment deadlines, etc. by using the built-in features of Salesforce which comes as an out-of-the-box offering with MapleLMS. At the end of the courses auto-generated downloadable course certificates were made available upon successful completion.

2

Content and Learner Performance Tracking

MapleLMS has built-in content authoring tools that comply with AICC/xAPI/SCORM content standards. It makes the content shareable across platforms and traceable. Moreover, it also enabled gauging the learner performance to ensure that the customer teams have the requisite training to deliver the best customer experience. This data is presented in the form of reports and dashboards for analyzing meaningful insights to improve the future learning experience. Supervisors and managers got the chance to accurately monitor the learning progress, patterns and learning outcomes out of every training delivered online and offline to the customer support teams.

3

Content Authoring Tool

The client was able to create customized content using the in-built content authoring tool in multiple languages and content formats. It was useful to cater to a diverse audience across geographies as per their native language to make the training more effective. Content standard compliance was taken into account to ensure that the content is traceable and shareable across platforms and accessible on different devices as per the learners' convenience.

Solutions Offered

4 Improved Customer Satisfaction

Implementing MapleLMS for the retail giant helped the staff enhance their skill sets, fill the skill gaps, and meet their professional goals. This encouraged them to implement the knowledge in serving their customers. Armed with the right knowledge and skills they were able to resolve customer complaints and respond to feedback faster. Staff was then well apprised of the regional and global offers, maintaining the synchronicity, branding and managing conflicts. The LMS helped in quick delivery of training in context of any change in POS system and its functions.

5 Social and Collaborative Learning

MapleLMS allowed learners to interact with each other, instructor(s) and the wider community. They used chats, messages, discussion forums, social media, polls, surveys, emails, etc. to exchange their skills, experiences, expertise and knowledge. This effectively improved learning engagement and communication between all the stakeholders.

6 Compliance Training

Compliance training helped the staff get educated with the product and service knowledge and latest industry updates, rights, physical and workplace safety regulatory and company policies, etc. As a result, the staff was able to make informed decisions as their job-roles demanded. Compliance training also made the staff aware of the job-specific mandates they need to follow and know their rights within the workplace.

Solutions Offered

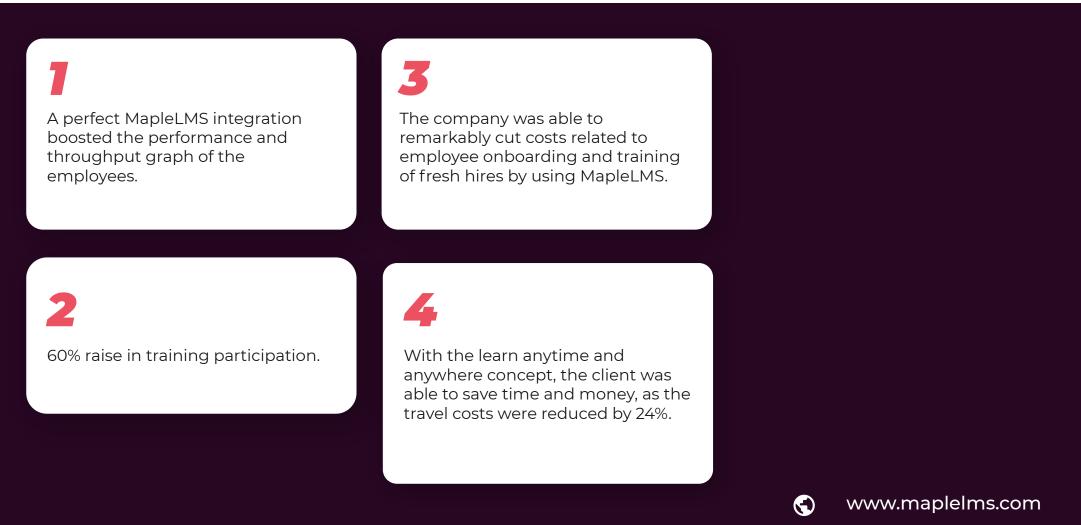## 7 AI-Powered Suggestion for Continuing Learning

It was crucial to deliver online training on store procedures, warehouse management, inventory management, people management, accounting and auditing procedures, etc. Continuing learning for the workforce enhanced their skills and performance. MapleLMS fostered continuing learning by suggesting AI-based learning paths, courses, and certifications to the retail staff. These recommendations were made depending on the employee job roles, their learning interest, and learning history, credits and certifications earned.

8 Hassle-free Onboarding

We integrated HRMS with MapleLMS that enabled the client to onboard their staff effortlessly. As soon as a new employee is registered in the HRMS or Salesforce system, the information is synchronized with the LMS. SAML 2.0 based Single Sign-On (SSO) made access to the LMS system and other integrated systems seamless without the need to swap the systems. Moreover, the new employees are assigned with role-based training relevant to them automatically from the LMS or Salesforce. MapleLMS made the onboarding process hassle-free, cost-effective, and time saving.

The Outcome of Learning Management System

The solution offered through MapleLMS provided the following benefits to our client's organization:

1

A perfect MapleLMS integration boosted the performance and throughput graph of the employees.

3

The company was able to remarkably cut costs related to employee onboarding and training of fresh hires by using MapleLMS.

2

60% raise in training participation.

4

With the learn anytime and anywhere concept, the client was able to save time and money, as the travel costs were reduced by 24%.

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