

Collaborative learning applied to retail

Discover how Devialet is leveraging the Collaborative Learning Playbook to empower store-employees to deliver a consistent premium customer journey worldwide

Learn how Florian des Garets and his team are implementing key elements of our Playbook to

- ✓ Train every store-employee across the globe with one single FTE at HQ
- ✓ Create an efficient and seamless onboarding for new employees
- ✓ Foster a culture of continuous learning



Company overview

Devialet is a fast growing high-end audio technology company that produces a line of speakers and amplifiers. The company raised 150M€ over the past 3 years to fuel their international growth. Their ambition is to revolutionize the audio technology industry with their state-of-the-art technology.

The Challenge

Devialet strongly grew its retail footprint over the past few years. Last year, they grew the number of points of sale from 500 to 1,000 globally.

Devialet retail strategy relies on their ability to create a paradigm shift by making the customer focus on the unrivalled technological sophistication of Devialet. They need to make customers live an unparalleled experience in their stores so that customers understand their speakers are a unique product in this crowded market.

In that context, it is critical for the company that store employees master both the technical specificities of the products, the brand story, and the key skills to deliver an outstanding customer experience.

Florian Des Garets is in charge of Product Marketing & Training at Devialet. One of his responsibilities is to onboard and continuously train the 200+ employees in Devialet stores all over the world to deliver the best customer experience and technical expertise.

When launching their project 3 years ago, Devialet's team was facing 3 challenges:

- ✓ Scaling a highly technical training to a global workforce, at a fast pace
- ✓ Training anywhere: Being able to train 200+ store employees in 20 stores across 10 countries
- ✓ Ensuring a consistent premium customer experience in line with corporate branding but tailored to local context

The Solution

When discovering 360Learning, Devialet's team instantly understood the value that Collaborative Learning could bring in their context of rapid growth.

They successfully overcame their 3 challenges and built a robust methodology to support the expansion of Devialet, by leveraging key features from our product and the support from our digital pedagogy experts.

01 Scaling a highly technical training to a global workforce with limited budget and resources

Scaling highly qualitative training efficiently has been one of Devialet's greatest challenges. The team needs to train over 200 employees across 10 countries simultaneously. Moreover, product training sessions are highly technical and require a lot of interactions (i.e., Q&A with new employees).

Now, Florian and his team leverage our Collaborative Authoring to rapidly create content by collaborating with experts at corporate level (i.e., to ensure consistency with corporate branding) and local level (i.e., to ensure relevance with local context). In less than a week, they can create training content for all countries.

Once the course is published, they use the Collaborative Forum in courses to answer technical questions shared by employees all over the world. They are now able to bring the same level of interaction as in-person training without leaving their office in Paris.



02 Training Anywhere

The second challenge for the team was to make sure store employees all over the world have access to training content on the job. 360Learning allowed them to create a consistent training experience both for desktop (i.e., corporate) and mobile users (i.e., in store). Every store employee downloaded the app and now receives training content on a weekly basis allowing them to learn in the flow of work. The intuitive UX enables rapid adoption while collaborative features such as the newsfeed allow the team to create a dynamic communication strategy to keep store employees engaged.

03

Ensuring a consistent premium customer experience at global scale

Once the first 2 challenges were overcome, Devialet team focused on unlocking more value from training for Devialet.

They launched 2 projects powered by 360Learning to make sure every store employee embodies the premium branding and customer experience designed at corporate level.

First, they designed a robust and scalable onboarding program covering all the key elements of Devialet's positioning, technology, value proposition and customer experience guidelines. Every store employee connects on their mobile device and progresses in the onboarding program, juggling between corporate guidelines on the platform and real life examples with their managers on site. Now, all 200 store employees trained with 360Learning are aligned with the customer experience designed at corporate level. Devialet's team then leverages feedback from the field to optimize the onboarding program to improve its efficiency and cut ramp-up time.

Florian and his team then created a similar methodology for each product launch (e.g., Phantom reactor, software update). They collaborate with experts to create training material for store employees. They then share the content with all store employees who access the content on their mobile device. In less than 2 weeks, the global salesforce can be trained on strategic changes and is able to deliver a consistent experience to Devialet's customers.

Fun fact

Devialet launched 360Learning in 2018 with an Escape Game, sponsored by the Sales Director. Employees were so engaged in the game that in 2 weeks, the platform received 1,732 connections, 60 comments, and 20 employees posts. This creative initiative set the learning project for success and created cohesion between corporate and local teams.

Impact

Objectives of Devialet's team with 360Learning:

- ✓ **Time management:** 200 in-store employees continuously trained globally with a single contact point at HQ
- ✓ **Seamless onboarding:** Offering a user-friendly and dynamic tool for new employees
- ✓ **Active learning:** Building advocacy on new products at a glance



360Learning is a fantastic solution to onboard employees, educate on new technologies used internally, and promote specific content seamlessly; all in a prompt and truly efficient manner. It plays for us a significant role in delivering the right information dynamically, to ultimately deliver a consistent premium customer journey worldwide.



Florian Des Garets
Product Marketing Manager at Devialet



Give us a call

+1 646 585 2093 / +44 (0)7397 943 426

Request your demo

en.360learning.com