



Why Retailers Buy E-Learning

Your People	Benefits
New hires can be trained immediately they join the company, no waiting for enough people to make up a class	Start being productive fast
People new to retail get the terms, the metrics, the processes and their use quickly	Better ability to fulfil their roles
People promoted can learn needed new skills quickly	Execute their new role faster and better
Existing employees can equip themselves for promotion ahead of time	The talent pool can be developed more easily
Employees can learn best practice rather than just how we do it here	Employees are more valuable to the employer
Employees who receive training stay longer	Staff turnover and recruitment costs reduce
It is more cost effective than classroom training, especially when you take into account the lack of travel and lodging expenses and the use on non-prime selling time	Reduce costs
They can learn about retail in privacy and won't embarrass themselves asking "stupid" questions in front of colleagues	Do it more confidently
They can train outside key working hours	The day job doesn't get delayed when a course is run. The people not on the course don't have to pick up the slack.
They can study at their own pace – the pace they are comfortable with, and go over topics that are new to them in detail and whizz through the parts they are familiar with	Do it more thoroughly and use their own time more productively
They can go back and recap on key topics when they need to and expand their horizons when they have spare time.	Refresh their knowledge and learn just in time rather than attempting to remember to many facts
They can practice new skills in safety and without risking the business	Encourages employees to try new things and learn more
E-Learning training takes about half the time on average compared to instructor-led training and saves travel	Saves payroll cost for training, travel and lodging expenses

How Companies Benefit

Feature	Benefits to the Company
Training classes can be installed under a learning management system (LMS) you have already (if it's SCORM compliant and most are)	Training classes can be installed under a learning management system (LMS) you have already (if it's SCORM compliant and most are)
If not, we can host the training under our LMS	As above
We can also host other e-learning you may have	All student activity can be tracked in one database and reported in one set of reports
The LMS will track student performance, namely classes completed, mastery tests passed, certificates awarded, classes in progress, etc.	You can see how well your training investment is being used and how people are progressing
Your training management can have manager access to the LMS to see how your staff are progressing	As above
For corporate users, we can provide the LMS in your brand	Promote your image as a caring employer
If you are not sure your people need training, we can complete an assessment benchmark to see what level they are at	You can see whether you really need to invest

All resulting in better customer service, higher sales, improved gross margins, lower expenses and greater inventory productivity.