first friday
BUILDING CAPABILITY IN RETAIL

CASE STUDY
First Friday

First Friday is a UK-based change management and training business focused on helping retailers transform their organisations. Everyone who works at First Friday is a retailer by trade, and having worked at senior levels in the past, understand that what counts in retail is passion, flexibility and pace.

BACKGROUND

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First Friday wanted to create a digital solution that would tackle the most challenging problems they have seen in L&D within the world of Retail:

- Distributed workforces - meaning it is difficult to keep everyone up-to-date with new products, ways of working, unfolding issues and new business processes

- Lack of engagement, innovation or motivation - resulting in low course completion rates

- Admin-intensive LMS systems - which can be difficult to use, time-consuming to update, and hold out of date content

To deal with these challenges First Friday partnered with Learning Pool to create a digital social learning and communications platform with gamification, reference, support, LMS & product all in one place.

Enter: Kaboodle®.

kaboodle

A unique digital social learning & communications platform

A brand new digital social learning and communication platform that allows businesses to rapidly deliver and manage online learning and support and spread knowledge and information throughout the business. Kaboodle® is cloud-based and can be made available to every employee via pc, laptop, tablet, smartphone or till.

CHALLENGE

Built-in a collaborative partnership between learning and technology specialists at Learning Pool and First Friday's change management experts from the bottom-up, Kaboodle allows retailers to capture, transform, share and engage their communities by integrating quickly and seamlessly with new or legacy systems.

A well-researched and well-thought-out platform combats businesses' real pain points: the affordable pricing framework, coupled with quick integration and implementation means it is cost-effective for customers to deploy. As Kaboodle® is a constant evolution of Stream, it receives regular updates whilst continually keeping the platform fresh and in line with the very latest social learning and gamification marketplace initiatives.

- Social & collaborative learning at its core
- Empowers & connects staff to improve customer service
- Integrates with legacy systems, works on mobile, till, tablet or PC

"Our partners, Learning Pool are experts in online learning and software engineering and they use their skills every day to research and develop industry-leading products, helping blue chip organisations to get more from their learning investments. In addition to Stream, we also saw massive potential in Learning Locker which is an open-source learning record store (LRS) also developed by Learning Pool. Data is your evidence, today's businesses need evidence and you can't bluff your way through proving value; the efficiency of social learning can be proven, but only with the right data. Learning Locker handles data in a truly unique way allowing businesses to pull all their most important data into one place."

**Sally Taylor
Head of Digital Learning, First Friday**

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