



CASE STUDY

Ashley Furniture Industries

Established in 1945, Ashley Furniture Industries is the largest furniture manufacturer in the United States and one of the largest in the world.



BACKGROUND

Ashley Furniture Industries is an American furniture brand that dates back to 1945. The company sells home furnishings and accessories available through independent furniture dealers and more than 500 Ashley Furniture HomeStore retail furniture stores, which are independently owned and operated by licensees. As of June 2014, over 500 Ashley Furniture HomeStore retail furniture stores operating worldwide.

The family-owned company continues to invest and grow in the U.S. to meet the evolving needs of customers in more than 123 countries across the globe. Ashley Furniture operates 600+ retail locations in the US (stores and regional headquarters), 3 retail locations in China, a corporate customer service team, and a team of international marketing specialists who work with licensees around the globe.

THE CHALLENGE

In 2009, Ashley Furniture's main business need was to bring its training program online and streamline it for 1,800 active worldwide employees. Each unique job required distinctive content delivered using specific learning programs. Ashley Furniture had to centralize training nationwide, and they also had to make training available globally.



THE SOLUTION

Learning Program Management

Remote Learner (now a Learning Pool company) applied a tailored learning management solution to all of Ashley Furniture's challenges on one simple online platform. Ashley Furniture was able to create and deliver elearning curricula to their retail employees around the world in three different languages.

Customized Courses

Ashley Furniture assembled courses into a curriculum that met the learning needs specific to each of their retail job functions. The company supplemented instructor-led and on-the-job training programs with the training provider's online learning platform, Stream LMS. Courses complete with Microsoft documents, secure videos, assessments, and instant reports. The company also set up instant notifications for managers to be alerted when an employee completed a course or was falling behind.

Upgraded LMS

The company upgraded its LMS platform – optimized by the company's extremely scalable infrastructure – to provide users with seamless access to modern features that support online learning at faster speeds so the company could support even more online users.

THE RESULTS

Better Job Performance

As a result of the product training that was developed and deployed, sales personnel can now speak confidently about Ashley Furniture's products and can represent the Ashley brand consistently across all markets. Ongoing skill development is now a central part of Ashley Furniture's culture, and the company is committed to each employee's success.

Big Savings

Instead of having trainers create their own materials and conduct on-site courses at various retail locations, Ashley Furniture can now optimize their learning development, deployment, and reporting process which saves the company thousands of dollars each year in training costs. Employees can work on their mobile-friendly training assignments anywhere, at their own pace, and at a time that's convenient for them.

Upgraded LMS

Streamlined training in one platform ensures the materials and courses are consistent and current across all markets, thus minimizing the potential for added costs and missed opportunities associated with incorrect, missing or outdated instructional information. High-quality materials are always readily available for an employee to review, as well.



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