



CASE STUDY

HelloFresh

Learning Pool delivers pre-prepared learning ingredients to HelloFresh



BACKGROUND

HelloFresh is the leading global provider of fresh food at home. The business aims to provide each household in 11 markets with the opportunity to enjoy wholesome, homemade meals with no preparation, no shopping and no hassle. Everything required for delicious meals is carefully planned, carefully sourced and delivered to the front door of each subscriber at the time most convenient for them.

Behind the scenes, a huge data-driven technology platform puts HelloFresh in a prime position to leverage subscriber touch points. This allows the company to consistently manage supply chains and demand, and to optimise the customer experience as well as its business economics.

It's a subscription business model, with regular delivery, enables the company to fundamentally change the way consumers shop for food and to develop new ways people prepare and consume meals, changing the traditional food supply chain.



CHALLENGE

Since 2011, HelloFresh has achieved stunning growth in the pre-prepared ingredients industry, delivering 46.5 million meals to nearly 2 million households across the globe during the third quarter of 2018.

Last summer, the UK business needed to implement new learning content for staff on the topic of the General Data Protection Regulation (GDPR). Learners needed to understand the key points of the regulation and their obligations within it but the company didn't want to incur unnecessary costs by researching and creating the content from scratch.

SOLUTION

Looking to Learning Pool's off-the-shelf collections, the training company's GDPR lesson offered the perfect solution. The lesson is pre-built into the framework of its Stream Authoring tool meaning that it is deep scrolling, responds to mobile and desktop devices and is highly engaging for the modern learner. Authored in collaboration with industry subject matter experts, the module covers key topics across the regulation, such as Data Handling and Organisational Responsibilities, and summarises the differences between GDPR and the UK Data Protection Act 1998.





RESULTS

Following a successful roll-out of the GDPR lesson to HelloFresh's learners, the company recognised the value in acquiring further collections from Learning Pool's Stream Content Library. They have since invested in the ILM-recommended Leadership Skills collection, which provides a range of management and leadership development modules, and the CPD-accredited Foundation Skills which provides over a hundred modules that comprehensively cover workplace-related skills for individual contributors.

“We were looking for a thorough yet engaging way to raise awareness of GDPR across our organisation. We found Learning Pool during our online research and it quickly became clear that they had a great solution right out of the box. By choosing the GDPR lesson, and then the wider Business and Foundation Skills collections, we've been able to quickly offer a comprehensive but targeted range of personal development content across our UK organisation, at a fraction of the time it would take to develop the content ourselves.”

Tom Jewell, Head of Talent at HelloFresh UK



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