



Villeroy & Boch

1748

CASE STUDY

Villeroy & Boch

Founded in 1748, Villeroy & Boch produces innovative ceramics and stylish products which have established them as one of the world's premier lifestyle brands. Within their Dining and Lifestyle division, they employ over 750 retail staff operating in around 300 stand-alone stores and concessions.



CHALLENGE

The retail environment is ever-changing, and a global pandemic is just one of the challenges that the organisation has had to face over the past years.

Villeroy & Boch initially partnered with Learning Pool in 2018 to create its Brand Ambassador Programme which took on a blended learning approach with online elements delivered using Learning Pool's Stream Learning Suite. More recently, the business was looking to develop a refreshed sales programme for its Dining and Lifestyle retail staff to help promote the brand as well as boost sales conversion.



SOLUTION

The newly devised sales programme: '360° Selling' is, at its core, a traditional sales programme, however, it also incorporates new elements such as information on how visual merchandising affects sales and how retail staff can utilise digital technology and social media to assist with sales conversion.

Like V&Bs Brand Ambassador Programme, this new sales training programme is delivered as a blended learning experience with seven online learning modules, delivered via Stream. This is supplemented with five live webinars aimed at store managers, who then cascade learning to other team members. Stream's instant content authoring tool was used to create, publish, and launch content directly from the resources section in Stream so this can be added to the learning experience instantly.

Using xAPI, Stream Data Cloud, powdered by Learning Locker (the world's most widely installed Learning Record Store) was used to bring all the data together and to provide the infrastructure to allow the automation of the learning and administration tasks.

RESULTS

The original Brand Ambassador Programme showed significant increases in both customer conversion and average transaction value when this was benchmarked against the previous year's data. The new 360° sales programme is hoped to deliver similar results when it reaches the end of its cycle with the first cohort.





That means, we will take a closer look at each of the threads

“In order to ensure the brand is being presented in its best light, to boost conversion and average transaction values we must renew our sales programmes regularly in line with the needs of the business. We are pleased with the latest 360° sales programme and while our first cohort has not completed the programmes as yet we are expecting to see good results. The use of Waves has made a huge difference to our experience this time as the department lost one member of staff and would have struggled to cope without the automation that Waves provides. Once set up, it has totally automated the delivery of the modules and provides reminders and nudges when a new level is available or when they are overdue to complete it. To do this manually would have been impossible.”

Kirstie Carson,
Villeroy and Boch International Sales Academy

LOOKING TO THE FUTURE

In the near future, V&Bs L&D team hopes to develop yet another blended learning programme centred around leadership training for its store managers.





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