

SUCCESS
STORIES

Häagen-Dazs

How General Mills and Häagen-Dazs revolutionised retail training with mobile learning





Using our Learning Cloud LMS mobile app, Häagen-Dazs empowered their staff to learn on the go, anytime and anywhere.

General Mills is a big name in the food industry, owning many brands including Betty Crocker, Old El Paso, Cheerios and, outside of the North American territories, Häagen-Dazs.

Häagen-Dazs's world-famous ice creams are sold in supermarkets and Häagen-Dazs shops around the world and, like any company, they want to make sure their staff understand their products, and how to create a memorable and satisfactory experience for their customers.

Their standard face-to-face training wasn't meeting their requirements anymore, and they wanted to find a way of delivering training to staff anywhere and anytime. They knew e-learning could help, but their first attempt wasn't proving successful. So, in 2020, they looked for a company to completely revolutionise their training programme.

We actively listened to our employees and realised that we needed a kind of Instagram or Netflix, and a mobile-specific solution.

*Netex offered us their mobile training app. We launched it to more than 2,000 employees in more than 20 countries in Europe and Latin America. It was a risky decision, we transformed the training strategy towards Mobile Learning and Micro Learning, and we used the platform not only to train but also to inform. **The results were fantastic.***

General Mills



THE CHALLENGE

They wanted to develop a new, positive learning culture, and change the way employees felt about the training. They weren't engaged or taking the time to complete their training, and as it wasn't mandatory, it was hard to get them motivated. To change this, they knew it had to appeal to them, be relevant, engage them and be easy to use and accessible.

To meet these requirements, they knew they had to:

- Improve learner engagement and retention.
- Implement the entire training strategy in an agile and highly personalised way.
- Generate content and publish it quickly and easily.
- Measure and demonstrate impact.
- Reach and be relevant to a global audience.
- Ensure the training was accessible whilst working on the shop floor.

HOW WE HELPED

As always, we worked to build a trusting relationship from the start, listening carefully to their needs and adapting our ways of working to a way that worked well for them. We were thrilled when we delivered the final product well before their timescales and a huge part of that was down to the strong working relationships we formed.

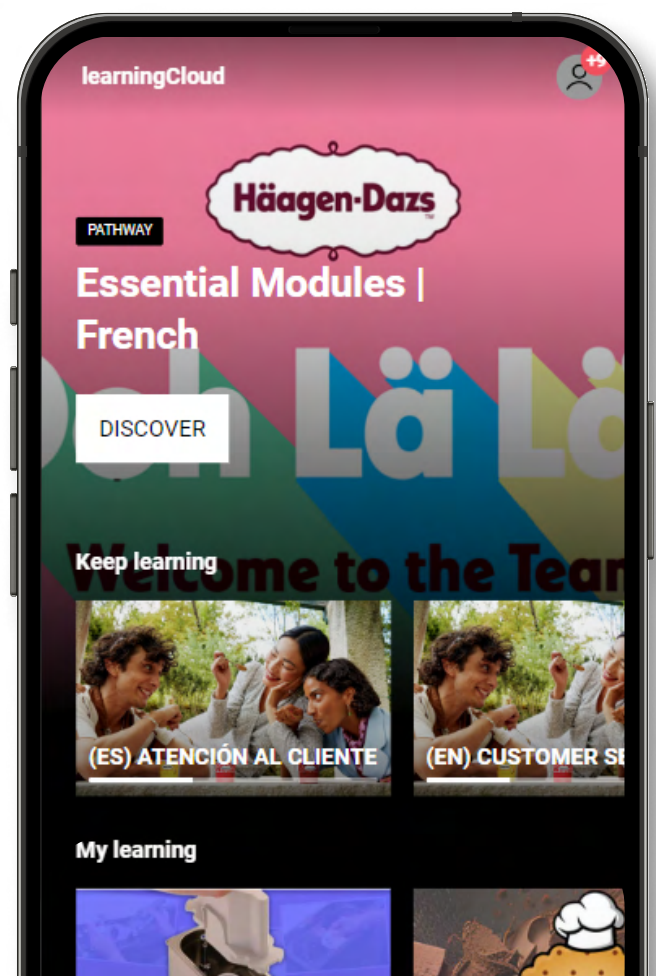
But what did we actually produce?

1. Technology

Our LMS, Learning Cloud LMS, provided them with an intuitive, attractive learning platform, and one that had a mobile app, which was key to the shop employees. It also allowed for social learning elements, such as comments and forums, which helped create learning communities and allowed for interaction between learners and the subject matter experts, team leaders and managers.

Our content authoring tool, Learning Cloud Author, was used to create engaging, on-brand templated content. It allows for xApi content as well as numerous languages, meaning a global audience could be reached. To engage and motivate the learner, we included elements of gamification to allow for competition and a reward system.

Lastly, we created a simple sign-up process, which gave instant access to the training, a fantastic start to the user experience.





2. Mobile app

With the staff being on the shop floor, it was important for the training to be accessible anytime and anywhere, and as they were given mobiles and tablets to complete the training, it had to work well on these.

Therefore, it was designed for mobiles. We wanted to make sure the content still worked seamlessly and adapted to all devices without any compromise. So, we made sure it didn't simply resize the content, but reorganised it, for a better experience.

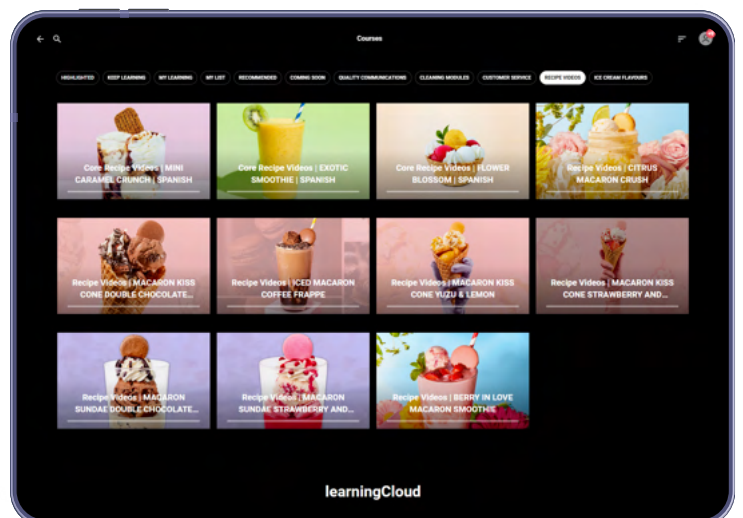
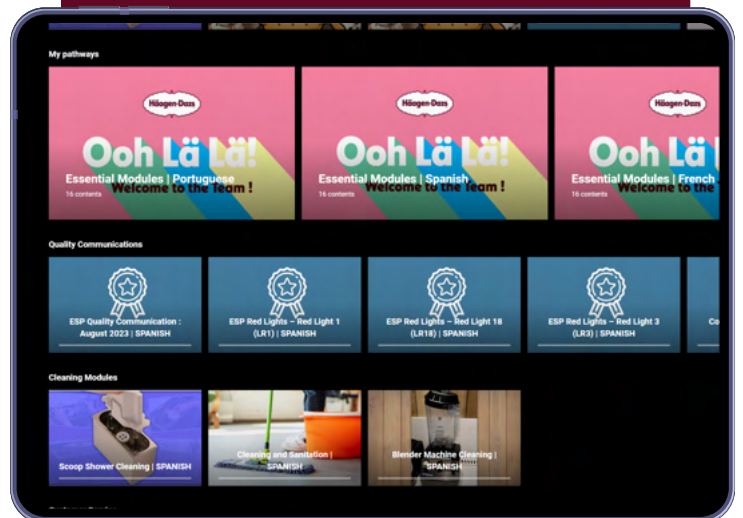
3. Pilots

Early on, General Mills shared their idea of how they wanted to approach this new training programme. Their idea was simple: carry out localized pilots with the company's most strategic stakeholders, starting with the regional training managers and moving on to store managers and store employees.

These pilots gave a structure to the development of the project. As each pilot was thoroughly tested before moving on, it allowed the programme to become more complex in a manageable way. For example, with each phase, the number of users increased, as did the number of languages included, the amount of content, the global reach – but all in a controlled way. And with a high participation rate (between 95-100%) and a 100% satisfaction rate, it proved to be a worthwhile approach and gave everyone the confidence that the training would work.

THE SOLUTION

- A mobile format
- Microlearning
- Gamification
- Videos
- Multiple languages, including French, Arabic Classic and Portuguese
- xAPI functionality
- Simple sign-up functionality



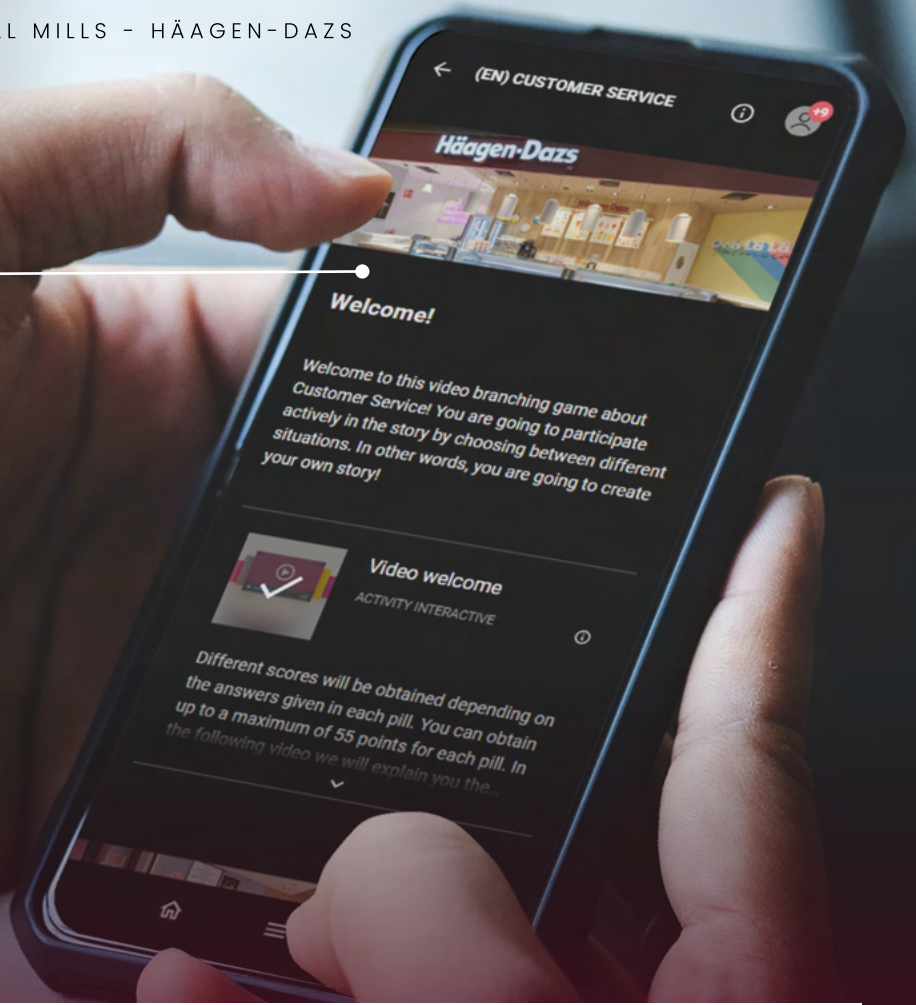


AVAILABLE IN

270+ Stores

38 Countries

7 Languages



THE RESULTS

1200+

users on the platform within 4 months

70%

of employees completed the module within the first week

250+

micro learnings created in 2 years



FROM THE SHOP FLOOR...

We learn quickly, efficiently, whilst having fun. It's also a great way to bond and discuss about the course with your colleagues.

It is a very dynamic application. It has a very beautiful look and feel and thanks to its dynamic nature, you can learn anytime and everywhere.

With this sharing of knowledge and curiosities, we feel even more connected to our Häagen-Dazs brand.