



MobieTrain
Change Behaviour. Boost Performance.

DECATHLON

Decathlon Case Study

Background



As the biggest sports retailer in the world, Decathlon has over 1,000 stores and 90,000+ employees worldwide. They only recruit passionate sports people, and the advice that their employees provide onsite is key to their success and customer experience.

>1K

stores
worldwide



recruitment of
passionate sports
people

>90K

employees
worldwide

Challenge



Decathlon had an existing e-learning platform in place, but faced a great challenge in leveraging this learning content to train, engage and motivate their employees worldwide.

One of the key challenges was the length of the current e-learning, and the fact that their time-starved employees had to take time away from their roles to log into the tool and train.

Another contributing factor to the lack of engagement was the fact that all of the learning content was created by their Head Office, which didn't provide the flexibility for other countries to personalise their content for employees in other locations. Despite priding themselves on their in-store experts, or 'Sport's Leaders', in each location, the experts outside of the central HQ were unable to create their own learning content and there was no way to facilitate peer-to-peer learning.

"In 2019, 68% of our employees didn't train in all of the skills that they needed via our eLearning tool. These people were active in-store and didn't want to leave to sit at the back office computer for 30+ minutes at a time."



What We Have Done Together



Decathlon Belgium approached us as they were looking for an easy-to-use learning content authoring tool and app to better motivate and engage their employees. We worked together to solve their L&D challenges and redesign their content creation process:

1. Introducing Mobile to their Toolkit

Through introducing mobile microlearning to their L&D process, we added a vital tool to their existing toolkit that enabled them to easily reach and train their deskless employees, and reduce the time required away from their roles to learn. We coached them on how to best leverage mobile and our CMS to both reinforce existing training and speed up the training process, and showed them how to use our platform.



2. Best Practice Content Creation

Following our best practice advice and templates, Decathlon were able to create and deploy a huge amount of training in just 2 months. Firstly, the learning team created a very easy to follow video on how to create a learning path. They then transformed our content development sheets into branded storyboards, using text, video, pictures and a variety of questions.

Sports (Team) Leaders then had a quick one hour briefing, using these videos and storyboards, and went away confident in how to easily create their own training, with the help of their own CMS experts.



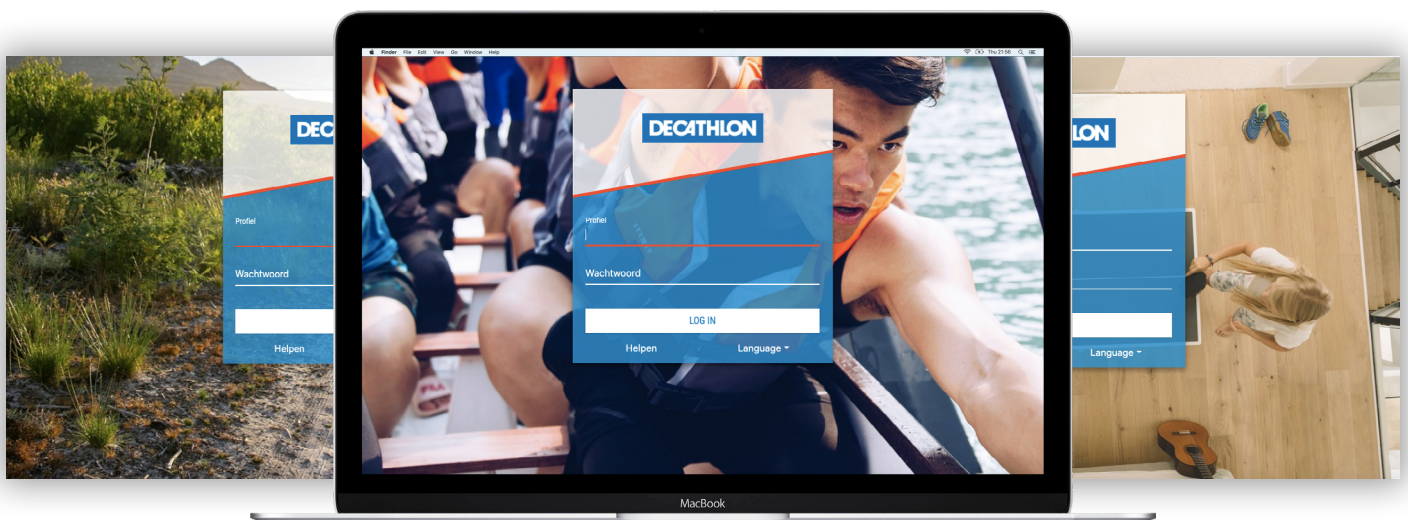
"In one click, we can create so many types of engaging content such as videos, text and multiple answer questions, which our employees love. It is very intuitive and very easy to use."

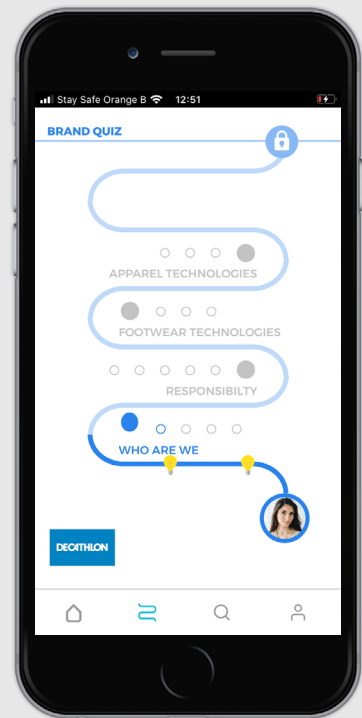
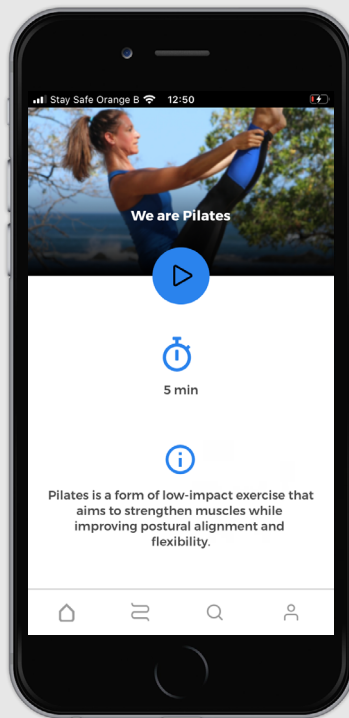
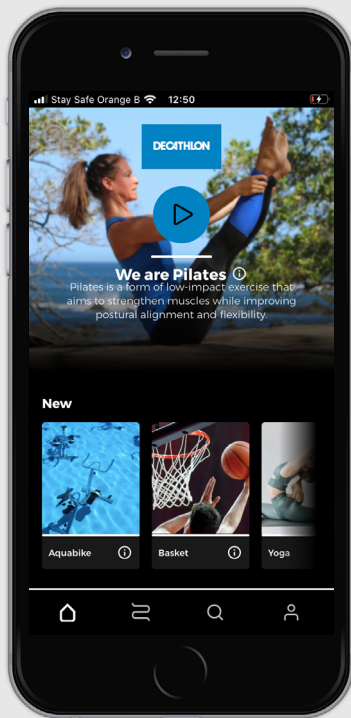
3. Redesigning the L&D Process

Decathlon's in-store sport's specialists and leaders are now able to easily share their knowledge and expertise with colleagues and team members. The learning content is no longer generalised and centralised, but localised and relevant for each store and market.

We worked closely with them to redesign and personalise their content creation process, to empower peer-to-peer learning. Starting with learning paths per sport, using their individual expertise, they also created more generalised training on everything from onboarding, store set up and sales to security, deliveries and business efficiency. They were even able to create quick, timely crash courses on Covid and product availability.

"The user management and learning groups are very simple. From an Excel file, we create our user database. All you have to do is assign them to the user groups previously created and offer an 'à la carte' training catalog adapted to each."





Outcome & Benefits



Based on the original training group, they have experienced an activation rate of 93%, with 81% of those employees completing 100% of the training.

In just two months, they have already achieved three key benefits:



Improving the Speed of the Knowledge Transfer:
40 Learning Paths Created in Just Two Months



Better Engaged Employees & Higher Employee Satisfaction: Observed improvements in employee satisfaction and customer service



Creating more Relevant, Localised & Personalized Content:
Putting Employees at the Heart of their Training



About MobieTrain

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MobieTrain

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Knowledge is our forte, and it is our mission to empower employees with the knowledge that they need to succeed. With mobile-first training, employees are put at the heart of their own learning and development, which leads to better customer experience, employee engagement and impacts business' bottom line.

Our vision is to define the global standard for mobile learning to boost productivity and sales in the workplace, one employee at a time.