



CUSTOMER CASE

e-Learning solutions

eReS Intrastore



Wickes operates 176 Home Improvement Centres throughout England, Wales and Scotland with a geographical presence skewed towards the Northwest and Southeast, which makes Wickes the second largest DIY in the UK.

As well as unique showroom displays (kitchens, conservatories, bathrooms and bedrooms) Wickes has a distinctive, no-nonsense heavy side offer, with the lowest prices in the sector, which commands high customer loyalty. The Wickes stores are serviced not only by full loads direct from suppliers, but also from three distribution warehouses and a home delivery centre.

The chain employs circa 5,500 employees and its Head Office is in Harrow (Northwest London). Wickes plans to open new stores at the rate of 10 per annum.

<http://www.wickes.co.uk>

Emma Smith :
Master Programme Training Manager
Wickes

"The end result is absolutely fantastic, and better than we originally asked for! This system has provided the 'WOW' factor in the launch of our programme out to stores."

Gijsbert Boon :
Product Manager
The Competence Group

"In this project we have learned from the requirements of BTEC regarding testing and reporting. We will add these functionalities to our standard LCMS-e-learning tool."

e-learning

Retail

■ **E-Learning and eReS Intrastore**

eReS IntraStore is an intranet-based application that simplifies and organises the information flow between the headquarters and the branches of retail organizations. IntraStore turns open communication into reality, as every staff member is able to consult and send information on-line with a single push of a button. Within this application there is a e-learning module that can be used to update the knowledge and skills of all employees.

eReS IntraStore is fully compatible with your existing store management applications and is a user-friendly system: simple, clear and fast. With terminology adapted to the retail sector, the application has a very low entry barrier, allowing even the most inexperienced employees to master the system quickly. The result is effortless - even pleasant - communication.

Wickes Building Supplies is one of our customers who chose to implement IntraStore, including the e-learning module, to improve the communication and information flows between headoffice and stores.

■ **Increasing product knowledge and skills**

Many retail organizations face the same challenge regarding the knowledge and skills of their workforce: do they meet the expectations of the customers? What if the customer has a specific question about a product? Will the employee have the appropriate answer? How can you test this? How do you measure the current level of knowledge? How do you fill the gaps? And how do you guarantee a specific level of knowledge for new employees after their training? This was the challenge facing Wickes, the well-known retail organization (with 176 Home Improvement Centres and 5.500 employees).

Regarding this challenge, The **e-learning solution of GiVi and The Competence Group (henceforth GiVi/TCG)** completely matched the expectations of Wickes England.

There were multiple objectives to be reached. On the one hand: to increase the knowledge and skills of the existing workforce, with the added difficulty of BTEC-certification. On the other hand: to ensure a specific level of skill and knowledge for new employees.

■ **Quality through certification**

BTEC is an independent institute with high quality standards regarding certification. Trainers, trainees as well as course material must meet a whole range of high-level requirements and criteria. By choosing BTEC-certification, Wickes certainly aimed high. This had a definite impact on the different deliverables to be made. In constant collaboration and deliberation with Wickes, GiVi/TCG developed course material that met these high standards. GiVi/TCG also provided of the technical and functional aspects as well as the required detailed training management and progress-reports. All this needed to be done in a very tight time-frame (10 weeks from specification to store).

■ **Meeting the expectations**

The initial objective to increase the product knowledge and skills of the employees has been met beyond all expectations. Adding the BTEC-certification to the training, resulted in employees being highly motivated and eager to train and learn. Indirectly, the success of the training has also been confirmed by a poll amongst Wickes' customers that revealed a higher level of customer satisfaction. The management is completely convinced that the desired quality level had been reached. The efforts of the Wickes' workforce have therefore been adequately rewarded.



Willy Vandamme :

Education expert
GiVi Services & Training

"The challenge for our team was not so much on creating the content but on the different rules that determine on-the-spot which content to deliver to whom."

Strong points

- Speed and accuracy of communication
- Reduced manual effort
- Has been easy to add-on CBT/training (eLearning)
- Reduced errors and mistakes and missed communication
- Simple email system that doesn't have the complexity of Outlook
- Hard cost savings
- Has become the hub of store communication

Technology

- Web-based
- Internet Information Server
- IndexServer
- FTP Server
- Microsoft SQL Server
- ASP
- HTML / CSS
- XML
- JavaScript
- Microsoft Internet Explorer
- Mozilla (FireFox)

Real Results

When implementing a new approach, it is very important to create support on different levels, to inform and to introduce the changes step by step. Wickes took care of this part of the program, resulting in a 100% attendance at the preliminary workshops: a first in Wickes' history. An initial phase involved only a limited group of regions. Yet, after 2 weeks, over 300 employees ha already earned BTEC-certification. Without doubt, this proves that the combined efforts of Wickes and GiVi/TCG were met with great enthusiasm by each and every employee. The management too had every reason to be pleased. The high-end reporting possibilities provided an instantaneous, online overview of progress and results on a corporate, regional, store and individual level.

How complex is certification?

It depends on how customer-friendly and how professional your organization wants to be. The standards set by BTEC required a lot of changes to GiVi/TCG's usual approach. Within its content management system eLCMS, GiVi/TCG developed tests for 11 different function-profiles. A database of over 1000 questions for a total of 9 skills was built and made randomly accessible per test. Besides this already massive achievement, built-in 'rules behind the questions' were created, resulting in a highly flexible and powerful solution. Restrictions in the number of attempts, forced delays between attempts, intelligently generating sets of questions through metatags, specific requirements on passing scores, profile-bases reports (to name but a few): it was all part of the game. A game that was played professionally and successfully.

Look & Feel



REGION NAME	Number of Customers	Number of Products	Number of Sales	Number of Orders	Number of Returns	Number of Complaints	Number of Cancellations	Number of Refunds	Number of Disputes	Number of Litigations
Region 10	175	0	0	0	0	0	0	0	0	0
Region 11	242	0	0	0	0	0	0	0	0	0
Region 12	276	0	0	0	0	0	0	0	0	0
Region 13	247	0	0	0	0	0	0	0	0	0
Region 9	310	48	50	40	40	39	39	40	39	37
Totals For Customers	1348	48	50	40	40	39	39	40	39	37
Totals For Returns %		0.6%	0.6%	0.7%	0%	0%	0.2%	0.3%	0%	0.2%

Our partners

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