RETAIL INDUSTRY CASE STUDY

How SHIFT delivered savings of 52% for retail company in just 6 months

HIGHLIGHTS

- **40** Over 40 years of experience
- **355** With a total of 355 stores under different formats in Central America: El Gallo Mas Gallo, Monge, El Verdugo, and Prado Warehouses
- **5,900** Employees 5,900 employees, 2,500 of them forming its sales team
- **6** Presence in 6 countries

THE CHALLENGE

As **new products and promotions** are continuously being introduced, Monge found that providing the information at the point of need in a timely fashion was becoming difficult. The **sales team was struggling to keep up with the information**, adding friction at point of sales and increasing costs.

SOLUTION

Monge Group has been relying on SHIFT’s authoring platform since 2014 to deliver training to more than 2,500 salespeople employees, including sales representatives, store managers, and new hires. So far, the tool has been used to create plenty eLearning modules, including:

- New hire orientation modules
- Training for different product lines
- New promotions & corporate policies
- Systems & procedure training
“With eLearning, we are drastically minimizing sales downtime. New sale onboards are being trained on less time and they spend more time selling... no productivity losses.” Store manager // GrupoMonge