

RETAIL INDUSTRY CASE STUDY

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

HIGHLIGHTS



Over 40 years of experience



With a total of 355 stores under different formats in Central America: El Gallo Mas Gallo, Monge, El Verdugo, and Prado Warehouses



Employees 5,900 employees, 2,500 of them forming its sales team



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



RESULTS

PRODUCTIVITY BOOST

Since implementing SHIFT's authoring system in the company, its sale staff is being trained **40% faster**; hence achieving higher operating performance.



SHIFT's intuitive work environment, significantly **reduces the time of developing, updating, and delivering training**. It helps them meet unpredicted needs with quick to create modules.

INCREASE TRAINING EFFICIENCY

Before leveraging SHIFT, it took **43 weeks** to train a new sales representative or manager using traditional training methods. With the eLearning courses developed with SHIFT's authoring platform, **it takes just 3 weeks**.

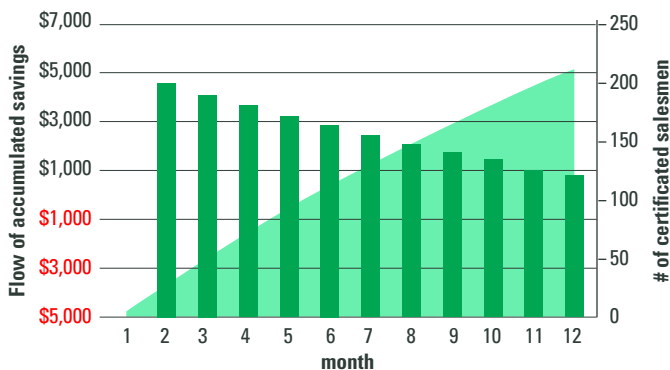
In other words, **80% less time** is now needed to train new sales representatives.



QUICK RETURN ON INVESTMENT

Monge realized a quick ROI on their investment, as shown in the chart to the right. Unlike classroom training, eLearning causes **training costs per employee to diminish over time**.

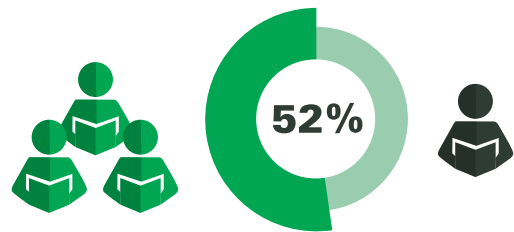
Creating an eLearning course is a **one-time investment**, as the course can easily be reused and updated an unlimited number of times without additional costs.



Reusability of the content makes creating eLearning courses with SHIFT very profitable.

In the typical case of the retail industry, **ROI was realized in less than 6 months**.

REDUCTION IN TRAINING COST



With SHIFT, the cost of designing and delivering training programs is now much less expensive. They achieved **savings of 52% within 6 months**, corresponding to cutting expenses in:



Travel & content delivery



Renting spaces (classrooms & hotels)



Recruitment and training as there is a reduced turnover rate in lower staff

"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