

Success Story

BLACKMORES®

Thailand Product and Sales Training



Healthcare Sector



Bilingual



Product Training



Scenario-based Learning



Bite-sized modules

Background:

Since 1932 the Blackmores Group has been championing innovative natural health solutions and education services to bring wellness to people everywhere, every day.

Blackmores Institute, the Group's academic and research centre of excellence, knows better health literacy results in better health outcomes. As such, they set about developing an innovative training solution aimed at educating Thai product advisors to learn more about the benefits of complementary medicine and the Blackmores range.

Partnering with Guroo Producer™, Blackmores Institute developed an **eLearning suite that would provide advisors with the conversational tools and knowledge to support consumers with dietary and lifestyle advice.**

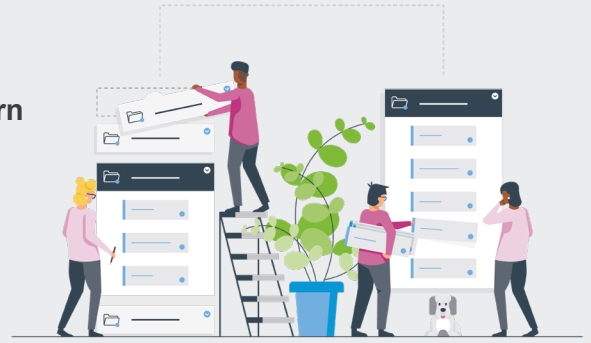
"The team at Guroo provided an exceptional development experience. The level of expertise and professionalism with which they conducted themselves at every point of the process resulted in the design of a scenario-based learning program that could be cross-culturally understood, and delivered results."

Gill McEwen

Director of Education,
Blackmores Institute

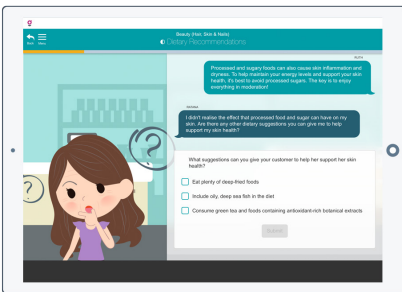
Problem:

With the **demand for complementary medicine having increased around the world, consumers are looking to learn more about it.** To meet the expectations of their customers, Blackmores expressed a desire to **increase the knowledge of their 220+ Thai Product Advisors** so they could **provide more health and wellness advice with confidence.**

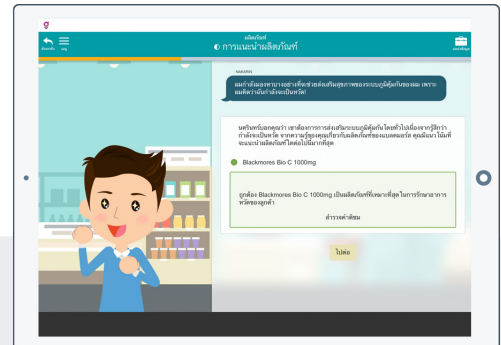


Solution:

In response, we collaborated with the Blackmores Institute to develop **a suite of learning modules** intended to educate Thai Product Advisors on the Blackmores Institute healthcare range whilst **offering all of the convenience, flexibility and other associated affordances of a digital training platform.**



The program was **developed in English and translated into Thai** to create a bi-lingual learning suite that satisfied the specific needs of the project. **Visually appealing and culturally considerate animations** were also created to improve participant engagement.



Goals and Objectives:



Product Training

- Educate Product Advisors on complementary, over-the-counter medicines



Business and Sales Training

- Provide users with insight into Blackmore's commitment to quality and sustainability
- Increase the sales confidence of in-store product advisors, allowing them to provide informed dietary and lifestyle advice to consumers



Learner Personas

- Characters created to mirror the Product Advisory team
- Participants spoke either English and/or Thai



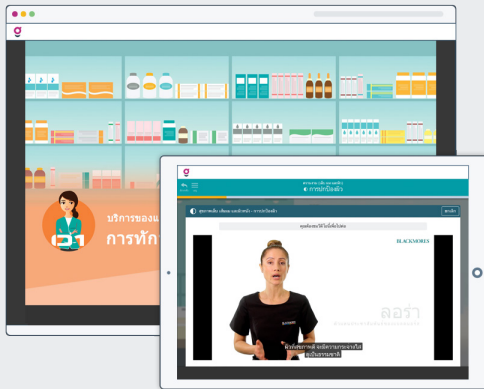
Program Requirements

- Bite sized, 15-minute modules
- Developed and implemented over a period of 4 months



The Learning Journey:

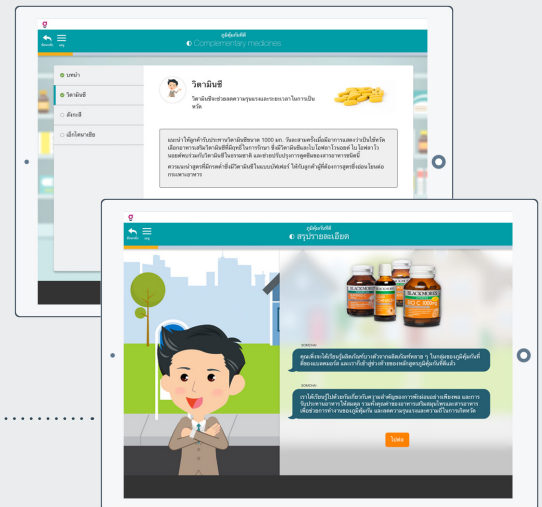
The learning journey was **broken down into modules and released in two phases** to ensure learners were not overwhelmed by information.



Phase one follows a progressive learning pathway and encompasses the program induction and company knowledge section as well as key product areas on immune health, vitamins and minerals and inflammation.

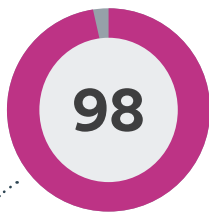
Phase two comprised additional modules broken down into a sales guide, beauty and the nervous system.

This easily digestible bi-lingual design format was enhanced through the integration of **a simplistic character chat system, educational videos, fact sheets, interactive product images and range cards** that allowed learners to seek further elaboration on key concepts. Additionally, the inclusion of **scenario and question-based knowledge checks** augmented the learner experience by providing participants with the opportunity to put their newly acquired knowledge into practice.

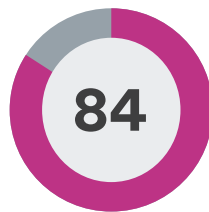


Results:

By incorporating **educational content alongside knowledge testing**, Blackmores was capable of measuring the overall impact of the program, therefore producing quantifiable results for the organisation. Moreover, while improvements to confidence are generally difficult to define, the incorporation of choice-based scenarios enabled learners to apply their understanding in **situations that imitated real life**, therefore allowing them to become more conscious of their strengths and weaknesses when advising and develop strategies that would ultimately improve customer satisfaction.



98% of product advisors completed the course within one month of launch.



84% would recommend Blackmores training program to others.

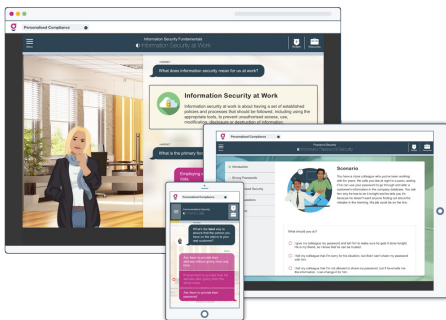


100% stated that the training delivered on its goals by enhancing their confidence and skills.





At Guroo Producer™ we are dedicated to placing **immersive, personalised** and **adaptive learning journeys** within reach of all organisations from start-ups to world-leading companies and universities. Working across Corporate Learning and Development, Executive Education and Higher Education, we have developed a **learner-centred** approach that is **experiential, engaging and educational**.



Since our inception in 2016, we have delivered hundreds of learning experiences using the Guroo Producer™ Learning Design Platform. Unlike other authoring tools, **the Guroo Producer™ platform supports the entire learning production life cycle** from analysis and design through to development, delivery and evaluation. **Our user-friendly platform** allows for the creation of **customisable scenarios, simulations, video productions and games** that ensure both scalability and consistency across every project. Moreover, the ability to create self-paced, work-integrated and blended **programs that are both data-driven and xAPI-ready** enhances the user experience whilst producing quantifiable and measurable results.

At Guroo Producer™, we believe customer relationships are paramount to producing transformative learning experiences. We understand that **different projects require different partnership models**, that's why we have built a collaborative and agile learning design platform, and a learning services team to support you when you need it. On each project you can choose if you want to completely outsource, collaboratively co-design, or DIY using our platform.

Guroo Producer™ is a team of diverse individuals with expertise across multiple disciplines from design, animation and video production to technological development. Having received several industry awards in acknowledgment of our work and dedication to the production of innovative project designs, we find true fulfilment in the success stories and testimonials of our many satisfied customers.

Are you a Guroo Producer too?

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