

# Success Story



## Store Management Program



Retail and Petroleum Industry



Blended Learning



Work-integrated approach



Custom Branded Content



Skill Development

## Background:

Caltex is a **leader in the petroleum industry** providing one third of Australia's national fuel needs. They are also a **convenience retailer** supplying groceries, food, drink, magazines and other products to on-the-go Australians.

Collectively, Caltex **employs over 3,500 people** across their service stations located nationwide. With employee progression in mind, Caltex sought to implement a program that would **support Customer Service Attendants and Assistant Store Managers to transition into more senior roles.**

In order to bring this vision to life, Caltex solicited Guroo Producer's™ services to create a blended learning program that would **rapidly grow and extend their convenience retail capability** in support of their 'Freedom of Convenience' vision.

Their ambitious talent acquisition strategy was intended to attract Retail Operations talent, with an **agenda for transformation.** This strategy needed to be balanced with building internal capability from the frontline up, to ensure a sustainable pipeline of future retail leaders.

*"The Store Management Program set our employees up for success through a **well-designed approach to learning.** The workshops and digital experiences complemented each other to produce excellent results for learners whom were able to develop both their **practical capabilities and functional skills.**"*

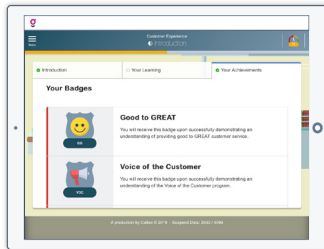
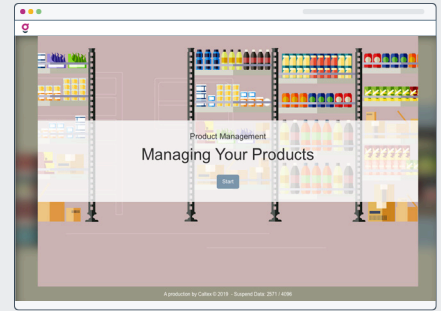
**Alex McMahon**

Retail Training and  
Engagement Manager

**guroo**™  
**PRODUCER**

## Problem:

To **prepare employees for the role of Store Manager**, Caltex opted to create a learning experience that educated prospective applicants on the **people and practices** within the organisation, elevated their **product knowledge** and **management skills** and **improved the customer experience as a whole**.

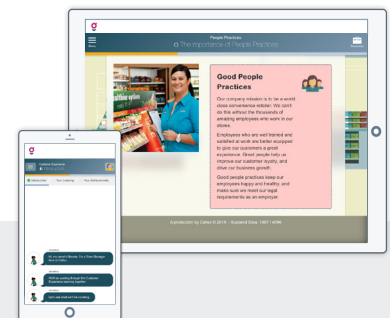


## Solution:

A comprehensive, **blended learning program** consisting of **face-to-face workshops**, **pre-facilitation digital components**, **post-class assignments** and **resources**.

In order to ensure that the outcomes of the program translated into **behavioural change**, we developed a **work-integrated approach to design** that incorporated **practical and active learning** methodologies.

The overall approach was to **present required knowledge in the eLearning pre work**, so that **process and practice would be understood prior** to attending the face-to-face session for each topic.



## Goals and Objectives:



### Store Training

- Educate Service Attendants and Assistant Store Managers on the people, practices and products within Caltex
- Improve the management skills of applicants
- Enhance the overall customer experience
- Develop functional tasks and practical capabilities via eLearning and onsite training
- Capstone development with soft-skill training



### Learner Personas

- Learning was targeted at Assistant Store Managers and Service Attendants
- Two personas, Isabella and Nathan, were created to represent the prospective candidates for the Store Manager position



### Program Requirements

- Incorporate three days of face-to-face learning
- Three eLearning modules to be developed, one per topic, to be completed prior to the face-to-face sessions
- eLearning to be hosted on Caltex's established LMS



## The Learning Journey:

Guroo Producer™ developed a three-day system block, with each day exploring one of the the key topic areas - **product management, people practices and the customers experience**. Pre-class digital learning and post-class assignments were included in the learning design to develop participants **functional/soft skills** and **practical capabilities**, resulting in improved operational outcomes.

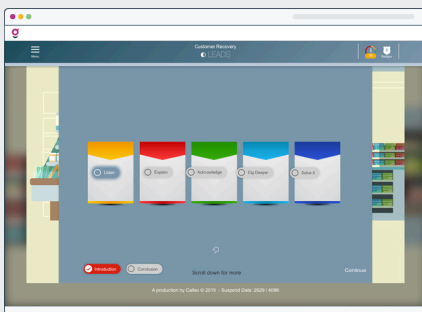
Workshops included learner-centric activities that fostered **reflection, problem solving and collaboration**. This proved encouraging for aspiring managers, activating their understanding through practical application to various theoretical situations.

Through the creation of a **blended learning experience**, facilitators were afforded the opportunity to **tailor workshop content** to suit the needs of individual learners, while students were equipped with **foundational knowledge and resources**.



The digital component of the program encompassed scenario-based learning, knowledge checks, metrics, personalised feedback and badges allowing learners to test and assess their skills within the safe confines of an online environment. Post-learning **action plans and practical assignments** boosted student capabilities by equipping them with **strategies for implementing theoretical knowledge into the workplace**.

All content was **branded to suit Caltex's visual guidelines** and interactive screens and animated illustrations were used to engage and guide learners throughout the online experience.



## Results:

The Caltex Store Management Program has produced excellent feedback since its induction in 2018 resulting in the program being **re-implemented in 2019** with a steady stream of **over 300 learners** enrolled **annually**.

Responses from both program participants and Caltex noted a **measurable impact on the learners functional skill development**. This was achieved through the program structure and practical approach to learning which allowed for the information and capabilities obtained throughout both the workshops and digital training to **translate into the workplace**.



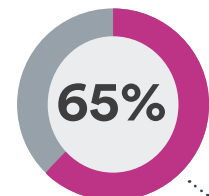
Improved focus on **functional skill development**



**Almost 700 learners** engaged over the **2018 - 2019** period.



Program flexibility has enabled **better forward planning** in people development

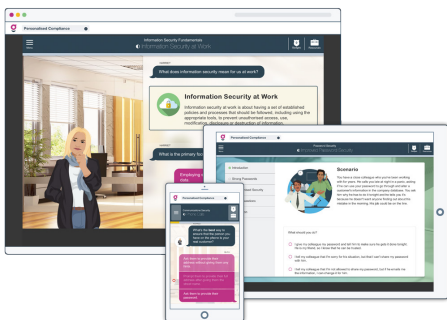


**65%** of learners said they would be **extremely likely to recommend the program** to others





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?**

[www.gurooproducer.com](http://www.gurooproducer.com)

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