



▼ E-LEARNING SMARTS.....4



▼ GROCERY HEADLINES.....5



▼ NEWSLETTER FEEDBACK.....5

○ Issue 1 | ○ September | ○ 2007



# Fresh Insights

## E-Learning Smarts—Engage the Learner, Impact the Customer

*Innovation design in e-learning can offer significant benefits to employees and enhance the customer experience at the store.*

### Customers want faster checkouts and expert services. How can e-learning help grocery retailers deliver?

Today's e-learning solutions can help address the challenge grocery retailers' face in equipping employees to deliver outstanding service and faster checkout.

Well-designed and readily available e-learning can help teams gain the knowledge and skills necessary to perform in a manner that offers customers the best in service.

**With high employee turnover being a known challenge to the industry it is critical that learning is tailored to the audience needs, using technology and design to keep learning relevant, flexible, rich, and available at the right times and in the right place for timely impact.**

As the backbone to e-learning, technology offers grocery retailers the ability to provide flexible learning solutions that cater to the needs of their busy workforce. Anyplace kiosks and point of sale (POS) systems can make learning available at the time and place where it can be accessed by employees who are between tasks at work. During times when customer demands are low, cashiers can access short modules on customer service or leadership, stock personnel can access modules on product rotation procedures, and service counter staff can access transactional training.

Technology innovations, like POS systems and kiosks, offer enhancements to online learning, such as touch-screen interactions and the convenience of bringing learning to employees' primary work areas, even at the store level. **Innovations in technology are ongoing but what is beginning to emerge as a much-needed focus is a demand for innovation in the design of learning.**

With a store-level workforce made up largely of part-time employees who are either student-aged or semi-retired, grocery retailers have to cater to different learner needs. Young part-timers respond to dynamic and rich learning experiences whereas the semi-retired demographic want training that is linear and formal in tone and presentation. Instructional methods in e-

-learning can be applied to appeal to both demographics. While more traditional learners may need a little more time to become comfortable with an online delivery format, the key to engaging learners of any age is to provide context and emotional impact.



**By using relevant activities, scenarios, stories, simulations, challenges and interactions, designers help learners to explore, have fun, and see for themselves the value of the training.**

Additional design effort to accommodate varied demographics can also include offering two tracks for learners to select from. For example, learners can branch to one of two online coach characters. One coach presents modules in an experiential manner, using a conversational tone, where learners explore through activities, completing tasks and receiving rich feedback on their performance.



The alternative coach presents content in a more formal tone, first presenting a process or direction, and then walking learners through the tasks before allowing them to try them for themselves.

By making well-designed learning available for any variety of work-functions in the retail grocery environment, store managers can improve the efficiency of their staff. A well-trained team is the key to providing superior customer service.

**E-learning delivered via the right technology and custom-designed for the retail grocery demographic answers the challenge of equipping employees with the knowledge and skills they need to be successful.**

—Suzanne Robert, E-Learning Specialist  
Email: [suzanne.r.robert@ca.ibm.com](mailto:suzanne.r.robert@ca.ibm.com)