

CASE STUDY

MOTTA GROUP



EXECUTIVE SUMMARY

The Motta Group owns and operates retail stores in over 15 countries in Latin America, with an employee base of over 3,000. They quickly expanded beyond the capabilities of "Face-to-Face" training out of their Headquarters and realized the importance of a single, digital platform. This digital platform would allow them to standardize their training tools and effectively communicate to all team members. Their implementation of their Learning

Management System through FriedmanU created a substantial impact across the company, leading to:

60%

cost savings compared to their traditional training methods reducing total hours needed for training by 50% while increasing the amount of content an individual must learn - creating efficiencies in employee training

A 17%

positive customer experience increase in their retail stores and an 18% increase in Add-On sales due to the FriedmanU Sales Training Content.

CHALLENGES

The Motta Group was expanding quickly, and their traditional training methods prevented them from scaling their operations as they expanded into new markets. Their challenges included:

| COSTS

Traveling costs alone were extremely high, having to send trainers from the Headquarters into each market.

| HOURS TRAINED

Each individual was required to go through at least 15 hours of training per year. This was split over two 7-8 hour sessions, which made it difficult to schedule salespeople to attend training when they need to be on the sales floor.

| CONSISTENCY

There was an overall lack of consistency in how each individual trainer would train. The infusion of the trainers' "own style" would cause a discrepancy in what each store would learn.

| REPORTING

There was no easy way to produce timely reports. Each training session would rely on the trainer to submit their reports from each of the visits, the lag did not allow for real-time adjustments for individuals being trained.

HOW FRIEDMAN U HELPED

Implementing FriedmanU's online training platform and Sales Training Content had a number of intended and unintended benefits. One of the largest benefits is being able to see individual performance in real-time, which allows for adjustments in both training AND in most cases, allow for Motta Group to give positive recognition for those who are excelling in their courses.

Furthermore, adjusting the training materials into short, micro learning formats just like how FriedmanU's courses are developed allowed them to achieve a 95% completion rate of the courses. Prior to creating these short learning courses, the completion rate of their training was less than 50%. The result was more content (courses) delivered in less time.

Friedman·U

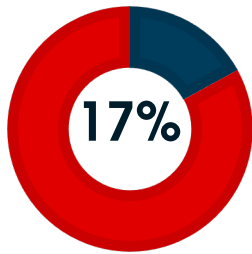
FriedmanU implemented a training program that reduced total time spent training by over 50% while increasing the amount of content consumed with more efficient delivery.

The Motta Group experience both direct and indirect benefits during this transition. To start, they saved over 50% in costs associated to training by moving to an online learning format. Second, they realized some unintended benefits, such as building a better reputation within their markets as a company that cares about their employees and trains them to succeed.

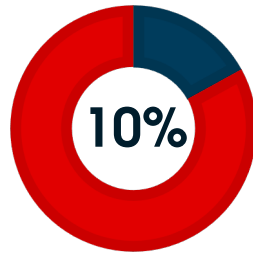
“ We are getting higher quality hires because they KNOW that we prepare them for success from day 1, and have the resources available to develop them professionally. ”

Results and ROI

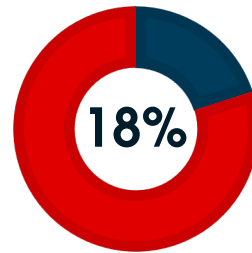
There are a number of Key Performance Indicators (KPS's) the Motta Group uses to determine the success of their training within each vertical of the organization. In their front-line retail stores, they were able to achieve a:



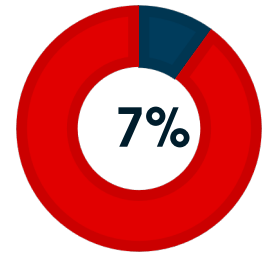
Increase in customer experience assessment from Mystery Shoppers.



Increase in in-store sales and salespeople performance.



Increase in the total add-on sales



Decrease in errors at the Point of Sale.

CONCLUSION

Friedman·U is an online sales and management training platform that specializes in the last mile (frontline) employees in the retail industry. Their proven training content has helped companies like the Motta Group scale their training operations, increase their stores sales performance and decrease employee turnover. If you are interested in learning more about our training solutions, you can schedule a demo with one of our team members [HERE](#).





Friedman·U



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Friedman University



The Friedman Learning Group

