PANDORA

Pandora is an international Danish jewellery retailer and manufacturer, established in 1982 and building a global presence in 2000.

According to Forbes, **the global jewellery market is worth upwards of $260 billion and continues to grow at an annual rate of 5%.**

The Customer

As the world's biggest jewellery brand, Pandora employs over 32,000 individuals globally and with the continuous launch of new concepts and collections, keeping employees up to date with the latest designs and procedures is paramount.

Asia Pacific is one of the brand's largest markets worldwide, from the globally-leading jewellery retailer and manufacturer, which sells in over 100 countries with over 2,600 concept stores and completes 7,700 points of sale.

> As the world's biggest jewellery brand, Pandora employs over 32,000 individuals globally

The Challenge

Pandora Asia Pacific faced the challenge of poor engagement rates with traditional eLearning, resulting in unsatisfactory results on compliance and product knowledge. With Millennials making up more than 90% of Pandora's working population during peak periods, providing effective retail training methods to their employee audience is crucial.

Retail workers are bound to the restrictions of shift work, making it unrealistic to have all employees present for on-site training. Pandora's static training structure also took the focus away from their customers in-store which must remain their top priority.

> Millennials make up more than 90% of Pandora's working population

Our Solution

EdApp worked closely with Pandora to identify and understand their challenges to transition to a mobile-first learning platform, suiting their retail audience.
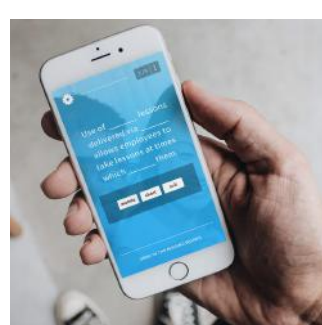
REMOTE LEARNER ACCESS

EdApp's spaced repetition and on-the-go nature of the platform successfully enabled Pandora employees to complete lessons remotely. Pandora authors seamlessly created lessons to highlight the Pandora brand, strategic sales practices, new product, and the maintenance of their product.

Because of EdApp's mobile-first design and seamless authoring tools, Pandora authors were able to quickly design sleek lessons to roll out to their workforce within weeks.

RAPID AUTHORING AND DELIVERY

Not only is Pandora able to deliver training on a platform that is preferred by their casual workforce, but with EdApp's rapid Authoring Tool, Pandora was able to expand on the training materials provided by Denmark and support their staff with highly-tailored resources specific to each for their needs.
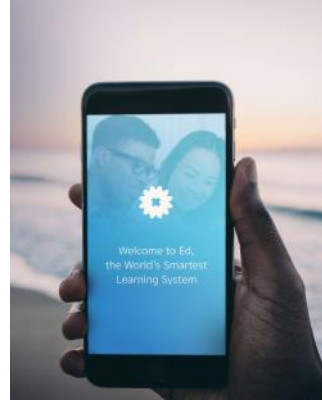
SEAMLESS ONBOARDING

Pandora is also utilising EdApp for rapidly onboarding their dispersed casual workforce ahead of peak seasons along with fostering continuous professional development with their thousands of sales staff.

After implementing EdApp as its preferred mobile learning platform, Pandora is training its workforce with ease, achieving engagement rates of 90% across more than 140 stores.

> Achieving engagement rates of 90% across more than 140 stores

How Pandora Utilized EdApp's Gamification Features

Pandora credits their high completion and engagement rates to their use of EdApp's gamification, motivation rewards, and competitive learning with Leaderboards.

Research shows that immediate feedback increases effectiveness in learning and elements such as visuals, animations, puzzles, and sound effects enhance sensory curiosity (Kim & Lee, 2015. Liu et al. 2017).

Pandora utilized EdApp's gamification to lower the mental barriers of absorbing information, improving their employees' long-term memory and dramatically increasing their participation rates.

> Elements such as visuals, animations, puzzles, and sound effects enhance sensory curiosity

Their learners' motivation was improved further with the use of competitive learning with Leaderboards where learners can track their performance, individually and in groups.

EdApp's gamification feature motivated Pandora employees to engage with the content, and to successfully improve their message retention. Pandora notes, "We enjoyed completion rates of over 80%, and 90% of learners prefer Ed to the existing eLearning system."

Pandora learners also enjoyed prizing and real rewards, all built-in with EdApp's structure. Gamification paired with the incentive of prizing and competitive learning contributed to Pandora's highly successful learning results.

> "We enjoyed completion rates of over 80%, and 90% of learners prefer Ed to the existing eLearning system."

The Result

Pandora now utilises EdApp to onboard their team members, train their staff on the latest store campaigns, and to provide sales tips as well as Pandora's business practices.

> **MILLIONS** of lessons completed on EdApp

> **80 - 90%** completion rates of **8000+ EMPLOYEES**