

First Friday

Background

First Friday is a UK-based change management and training business focused on helping retailers transform their organizations. Everyone who works at First Friday is a retailer by trade, and having worked at senior levels in the past, understand that what counts in retail is passion, flexibility and pace.

Challenge

First Friday wanted to create a digital solution that would tackle the most challenging problems they have seen in L&D within the world of retail:



Distributed workforces - meaning it is difficult to keep everyone up-to-date with new products, ways of working, unfolding issues and new business processes

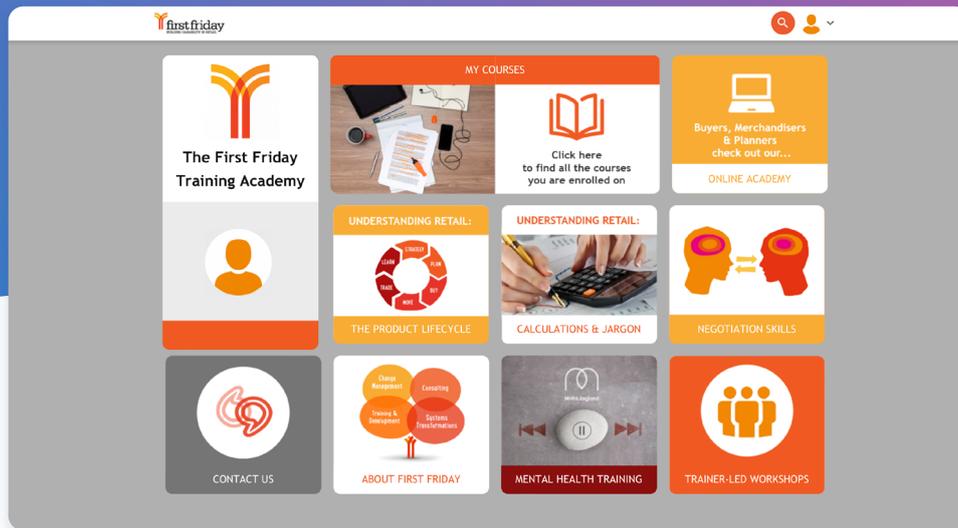


Lack of engagement, innovation or motivation - resulting in low course completion rates



Admin-intensive learning management systems - which can be difficult to use, time-consuming to update, and hold out of date content

To deal with these challenges First Friday partnered with Learning Pool to create a digital social learning and communications platform with gamification, reference, support, platform & product all in one place.



Solution

Built in a collaborative partnership between learning and technology specialists at Learning Pool and First Friday's change management experts from the bottom-up, Learning Pool Platform allows retailers to capture, transform, share and engage their communities by integrating quickly and seamlessly with new or legacy systems.

A well-researched and well-thought-out platform combats businesses' real pain points: the affordable pricing framework, coupled with quick integration and implementation means it is cost-effective for customers to deploy. The platform receives regular updates whilst continually keeping the platform fresh and in line with the very latest social learning and gamification marketplace initiatives.



Social & collaborative learning at its core



Empowers & connects staff to improve customer service

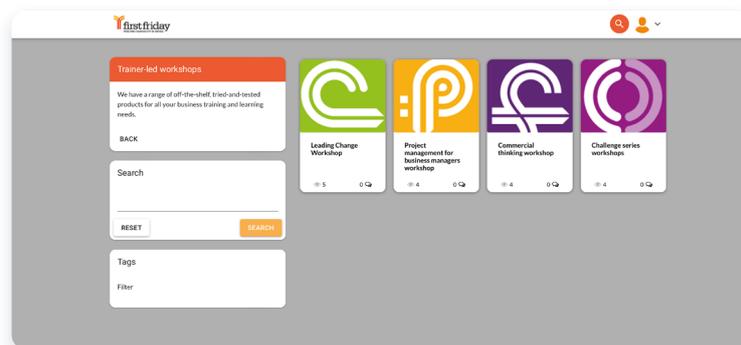


Integrates with legacy systems, works on mobile, till, tablet or PC



“Our partners, Learning Pool are experts in online learning and software engineering and they use their skills every day to research and develop industry-leading products, helping blue chip organisations to get more from their learning investments. In addition to Learning Pool Platform, we also saw massive potential in Learning Pool Learning Record Store. Data is your evidence, today’s businesses need evidence and you can’t bluff your way through proving value; the efficiency of social learning can be proven, but only with the right data. Learning LRS handles data in a truly unique way allowing businesses to pull all their most important data into one place.”

Sally Taylor
Head of Digital Learning, First Friday



Results

Launching the platform in February 2016, the response has been fantastic, with First Friday reporting interest from all kinds of organizations, not just in retail:

“Learning Pool Platform is for any type and size of business that is looking to improve performance by accomplishing lasting behavioral change. In particular, the response from businesses using ‘old-fashioned’ platforms has been remarkable. Businesses can clearly see that the platform is a SaaS-based solution which manages individual or group learning in a unique social way – opening up the lines of communication to dialogue not dictatorship.”



