



Redefining Retail Training with E-Learning

Client Overview

One of Sri Lanka's largest private sector employers, operating over 400 outlets nationwide and employing more than 11,000 people, serves 2 million customers weekly. Faced with logistical constraints and the high costs of classroom-based training, the company needed a comprehensive, scalable solution to ensure consistent, high-quality training across its distributed workforce.



CHALLENGE

Logistical Constraints

With 70% of employees located outside the Western Province, venue costs, scheduling issues, and limited access to resources significantly hindered training accessibility.

Impact on Business Operations

Training bottlenecks and rigid classroom hours slowed down operations and created disparities in skill levels across the workforce.

Inflexible Scheduling

The rigid scheduling of trainers and trainees further limited the effectiveness and reach of the training.

THE SOLUTION

We designed an e-learning platform that emphasized flexibility, accessibility, and skill development across multiple subjects. Key components of the solution included:

On-Demand Learning

Employees could access courses anytime, anywhere, which increased training participation by 90%.

Real-Time Performance Monitoring

Managers could track learner progress and quickly address skill gaps, leading to a 76% increase in active users.

Gamification for Engagement

Quizzes, badges, and competitive rankings encouraged active participation and enhanced learning retention.



RESULTS

Increase in training hours

105%[↑]

Reduction in training related delays

-40%

Completion Rate

85%⁺

CONCLUSION

Swishh's instructional design solution transformed the training infrastructure, making it more flexible, cost-efficient, and scalable. By leveraging e-learning, this organization ensured that its workforce was equipped with the necessary skills to thrive in the competitive retail industry.