



E-learning: a practical response to the challenges of a multi-site business

Created in 1996, The Phone House France, subsidiary of the Best Buy Europe group, has become France's leading specialist and independent telecommunications distributor. In order to help its employees with their career paths and to meet the challenges of its constant development, The Phone House made the strategic decision to use distance learning, applying CrossKnowledge solutions.

Given its numerous sales outlets, The Phone House required a comprehensive national training offer to ensure that all employees receive assistance and that

CrossKnowledge is the only company to offer such a complete package, in terms of educational content, flexibility of the tools proposed and strategic assistance with our development."

Marie-Hélène Plainfossé,

Director of Human Resources and Communication, The Phone House

standardised training is provided throughout the company.

Distance learning was found to be the solution which would offer the best performance in response to two major problems: on the one hand, simultaneously training

more than 1,400 employees on sales techniques, products, management and communication in almost 300 stores across France, and, on the other hand, implementing provisions for individual training within the group. ■

GOALS

- › Train and develop the skills of all employees across over 300 stores

SOLUTION

- › CrossKnowledge Training On Demand
- › Mentored Action Learning
- › Mohive eLPS

BENEFITS

- › Flexible and accessible solution
- › Fastness
- › Cost savings