Case Study:

Streamlining Retail Training with XPAI Analytics

encore

EVENTS THAT TRANSFORM

Background:

The retail sector is a bustling world of trends, strategies, and customer expectations. Continued employee training is paramount for retailers to stay ahead of the curve. While traditional training methods are vast and detailed, the need for efficiency and precise knowledge delivery has never been more acute.

Born from this necessity, XPAI emerged as the beacon for measuring and optimising offline experiences in 2021. Powered by the AVAI One sensor, the XPAI AI, and the Heartbeat data analytics platform, XPAI is designed to provide actionable insights about demographics, perception, and engagement in physical spaces, from retail stores to professional gatherings. Upholding the zenith of data protection standards with its ePrivacyseal certification, XPAI's GDPR-compliant system prioritises user anonymity.

Challenge:

A leading retail brand was at a crossroads. While comprehensive, their traditional two-day intensive training program needed to be more convenient. The pressing challenge was to make the training more digestible without compromising its content quality or efficacy.

Solution:

The retail brand tapped into the analytical might of XPAI to dive deep into two of their existing training sessions. The primary objective was clear:

Understand the feasibility and effectiveness of fragmenting a prolonged two-day training session into multiple shorter segments. The data mined by XPAI from these sessions formed the foundation for the training restructuring.

Results:

The outcome exceeded expectations:

- The two-day training regimen was innovatively restructured into three blocks, leading to a time economy of 40%. This made the sessions less gruelling for the participants and allowed for more focused and efficient learning.

- A subsequent competence evaluation was conducted as the true test of any training lies in its real-world applicability. It was observed that employees who underwent the revamped training format were rated 10% higher in their evaluations by their respective supervisors.

By leveraging XPAI's unparalleled analytics, the retail brand transformed its training landscape. The sessions became shorter, sharper, and significantly more impactful, ensuring that the employees were not just trained but were empowered to excel in the dynamic world of retail.