

SMOLLAN

Scaling Training for Field Teams

Client Situation

Smollan, operational in 62 countries globally, with a footprint of over 75,000 passionate people representing their client's brands, unlocks growth to help their clients win at the point of purchase. Since its establishment in South Africa in 1931, Smollan has built a reputation for excellence in translating strategies into effective retail execution across various channels and categories. The company is committed to fostering growth and driving positive change through a purposeful, diverse, inclusive, and sustainable business approach.

With a significant frontline workforce spread across diverse regions, Smollan required a modern training solution to support their dispersed teams. They needed a scalable approach that could align with their global operations and ensure consistent learning outcomes, while adapting to the unique needs of their Field Teams.

Challenge

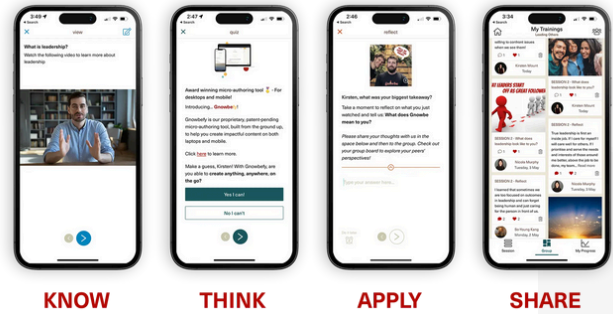
Despite their scale and reputation, their traditional training methods were not equipped to meet the needs of a mobile-first, dispersed workforce. Reliance on in-person sessions and a centralized Learning Management System (LMS) further posed challenges, lacking mobile accessibility and engagement tools critical for frontline staff who primarily relied on mobile devices.

Smollan's key challenges included:

- **Fragmented Training Delivery:** Their methods relied heavily on in-person training, a LMS not suitable for their dispersed workforce, and numerous tools needed to do one job.
- **Lack of Engagement:** Training often felt one-way, missing opportunities for interaction, feedback, collaboration, and consistency.
- **High Operational Costs:** In-person sessions and data usage in regions like South Africa made online training methods expensive and unsustainable.
- **Difficulty Scaling Training:** Rapidly deploying new content across teams in diverse regions required significant time and resources.

Gnowbe's Solution

Gnowbe partnered with Smollan in April 2021 to address their training challenges and transform their learning experiences. By leveraging Gnowbe's mobile-first, microlearning platform, Smollan implemented a solution that emphasized accessibility, scalability, and engagement.



Key features of Gnowbe's solution included:

- **Mobile Accessibility:** Gnowbe's platform ensured that employees could access training on mobile devices, with offline capabilities to reduce data costs. An impressive 89% of users accessed training on mobile devices, ensuring reach to Field Teams and remote workers.
- **Interactive Learning Journeys:** Smollan transformed static content into engaging, interactive programs. Employees participated in bite-sized modules with quizzes, reflections, and multimedia content designed to enhance retention.
- **Rapid Deployment:** Over three years, Smollan deployed more than 573,000 training programs. Gnowbe's user-friendly platform allowed for swift updates and rollouts, ensuring that teams always had access to the latest information.
- **Cost Efficiency:** By shifting away from in-person training, Smollan eliminated travel and logistics costs. Gnowbe's offline capabilities reduced data expenses in high-cost regions, and rapid program deployment minimized resource demands, making training highly cost-effective.
- **Social Learning Features:** Employees actively engaged with group boards, where they've shared over 82,000 questions and answers collaboratively. This feature allowed frontline staff to engage with each other, share knowledge, and feel more connected, despite being geographically dispersed.
- **Language Translation:** Gnowbe enabled Smollan to tailor training content to diverse markets through automatic language translation. This feature ensured accessibility and relevance for employees across different regions, enhancing the learning experience and meeting the needs of Smollan's global workforce.

The combination of accessibility, interactivity, and scalability enabled Smollan to achieve training success at a level previously unattainable.

Results

Over three years (2021–2024), Smollan achieved remarkable outcomes, demonstrating the transformative impact of Gnowbe’s platform:

Training Programs Completed:

The number of training programs completed by learners grew from 50,700 in Year One to 364,000 in Year Three, a **617% increase**, with a total of 573,000 programs completed across three years.

Social Engagement:

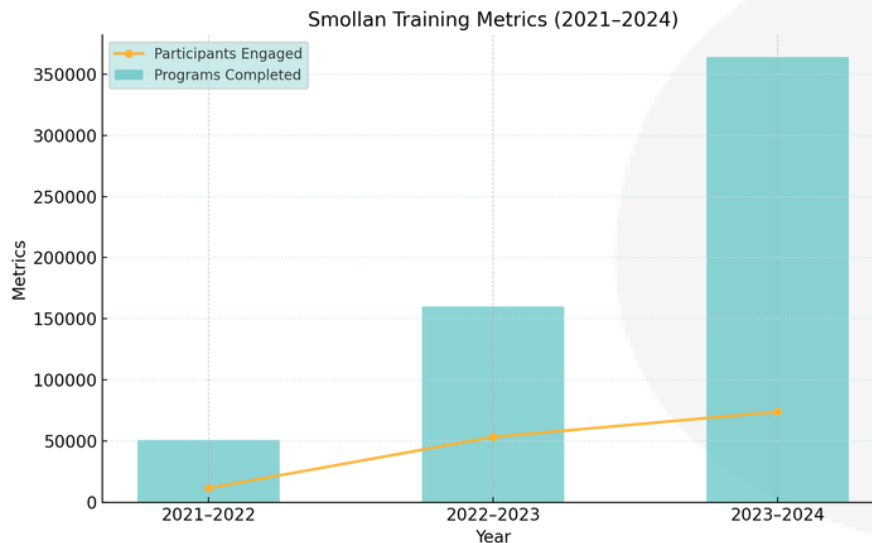
Employees completed 753,000 questions and answers, with **82,200** (11%) shared collaboratively on group boards, reflecting strong peer-to-peer learning engagement.

Completion Rates:

Maintained an **average completion rate of 82.1%** over the past three years starting strong at 87.1% in Year One and adjusting slightly as the scale increased.

Participant Growth:

From 11,527 participants in Year One to 73,914 by Year Three, reflecting a **541% growth in participants** over three years.



87%

Completion Rates



617%

Program Growth



82,200

Social Shares