Case study
Michael Hill Jewellers

Year:	2010
Client:	Michael Hill
Aim:	Digitise and improve accessibility for their patented, paper-based Professional Selling System
Solution:	A video-based, multi-path simulation including a certification process
Results:	Over 10,000 employees trained. Winner of the platinum award for Best Sales Training program at LearnX

Background

Michael Hill is Australasia's leading retail jewellery chain with over 250 stores throughout New Zealand and Australia, as well as stores in Canada and the USA. For many years, they had run a patented, paper-based Professional Selling System (PSS) program for sales staff, covering everything from store operating procedures, to selling skills.

The challenge

The PSS was thorough. However, delivery was reliant on time-poor store managers. As a result, the quality of delivery and learning experience varied greatly between stores, and this created differences in knowledge and capability - impacting on sales and the customer experience.

The solution

Workstar created a blended online learning solution that harnessed best-practice interactive learning techniques, including video scenarios, systems simulations, practice activities and high quality graphics and design.

The solution streamlined delivery of the PSS, accessible by all staff in all locations.

Quizzes were built in to check and assess understanding of business-critical skills, with in-store training tasks to apply the skills learned.

> *"Our partnership with Workstar is very strategic to our business."*

Tony Lum,
Group Learning & Development Manager, Michael Hill.

The results

- Over 10,000 employees trained across 260 stores
- Average of 1,700 logins a week
- Winner: LearnX Best Sales Training Program - Platinum, 2010
- Winner: Brandon Hall Best Sales Onboarding Program, 2011

To find out how Workstar can help you get the results you need, please contact us.

2011
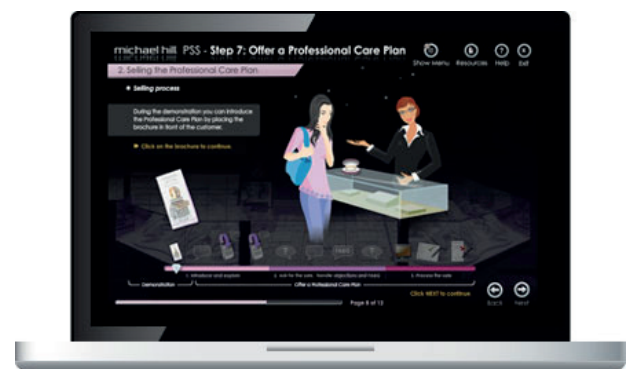
Brandon Hall Award
Silver for Sales &
Marketing

2013

LearnX Award
Platinum
Best Sales Training
Program