



How TechStyle uses continuous remote learning to drive performance, worldwide

Driven by a Silicon Valley-inspired approach to design, technology, and innovation, TechStyle Fashion Group has built a loyal customer base. To maintain that base, customer service is a top priority.

Here's how TechStyle uses Cerego to build a training program for representatives that is both personalized and scalable, on a global level.

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Overview

In building their business, TechStyle has leveraged a combination of data science and personalization, along with membership commerce, to reimagine the fashion business cycle and cultivate a loyal customer base. One of the keys to maintaining that loyal customer base is to provide robust, timely, and up-to-date customer service, as once you bring a customer into the fold, customer service becomes the face of your brand. And that’s why TechStyle uses Cerego to train their CS teams, worldwide—but it wasn’t always this way.

The Problem

“The [online training tool] we had did not provide us with an interactive way to deliver the content, we had to create e-learning courses that took about a month of development,” explains Horacio Navarro, Junior Manager GMS Content Development and Training at TechStyle. “It also only provided a 1 to 10 score that did not provide any insight on the retention of information. And did not provide a continuous learning experience.”

“The material that we were creating using the old LMS was static, only allowing our learners to review it once,” says Crina Petre, Senior Manager of Training and Standards.

As cognitive science tells us, we forget the majority of the new information we’re presented with in a matter of hours—roughly 70% in a single day. That means follow up materials are necessary if you want your team to remember their training. But it’s not a one-size-fits-all model that is effective either.

It’s common sense that we all enter into a given course or training program with varying levels of aptitude for the subject matter, or preexisting knowledge. If your goal is to build long-term knowledge and stable memories (that is, if you want your team to actually remember what they learn) and the system you’re using to manage your courses only presents the information to the learners, then it falls short. You need to add an engaging, effective, adaptive dimension to your LMS, that provides insights regarding learner proficiencies and competencies, and that creates a learning experience tailored to the needs of each individual.

So, here’s the tricky part: TechStyle is a global brand, working with celebrities like Rihanna and Kate Hudson, and with call centers on four continents. How can you create training materials that will adapt to the needs of all your employees across every time zone, and follow up appropriately according to their individual strengths and weaknesses?

Enter Cerego.

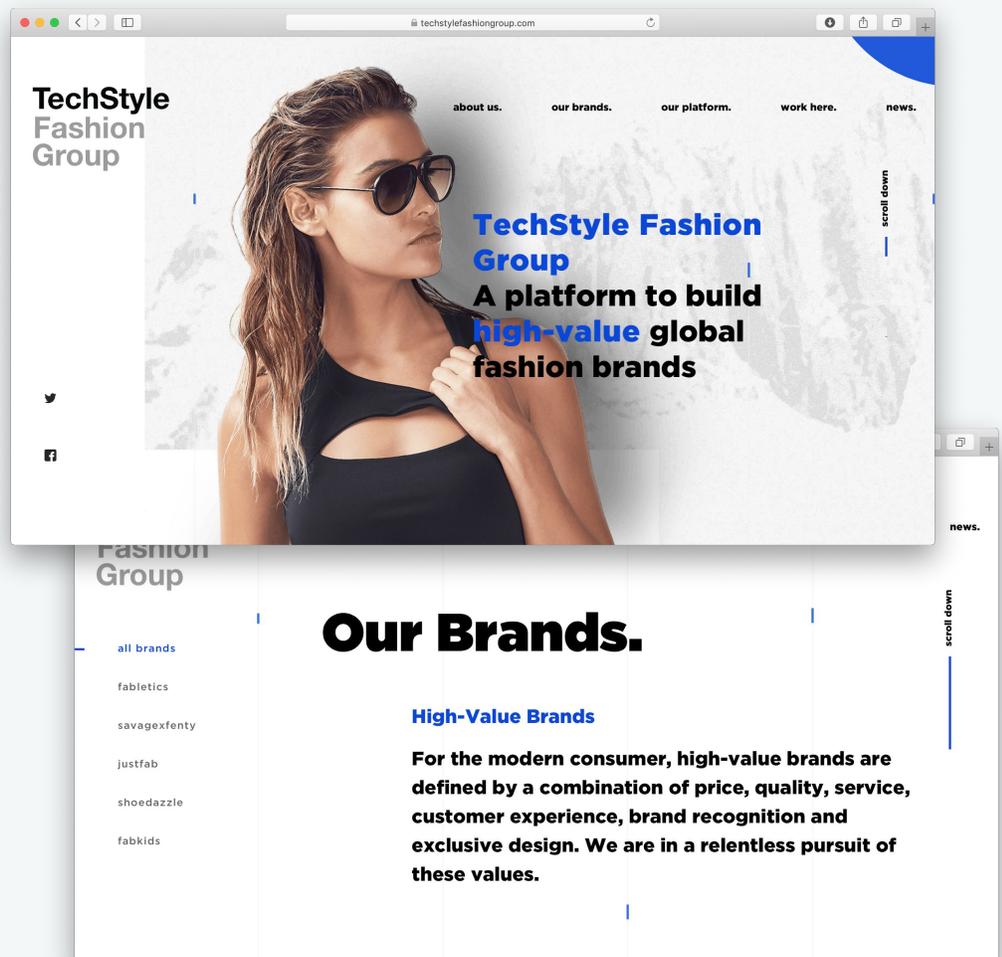
Crafting a Solution

“Our learners love Cerego!” Petre says. “They like that they are reminded of the concepts that they have seen in the first round at the right time, but in a different way. This makes it a little challenging for them, but also fun—they’re not just seeing exactly the same information twice.”

From the administrator perspective, Cerego also allows Petre to immediately get a sense for how her teams are progressing through the Analytics Dashboard.

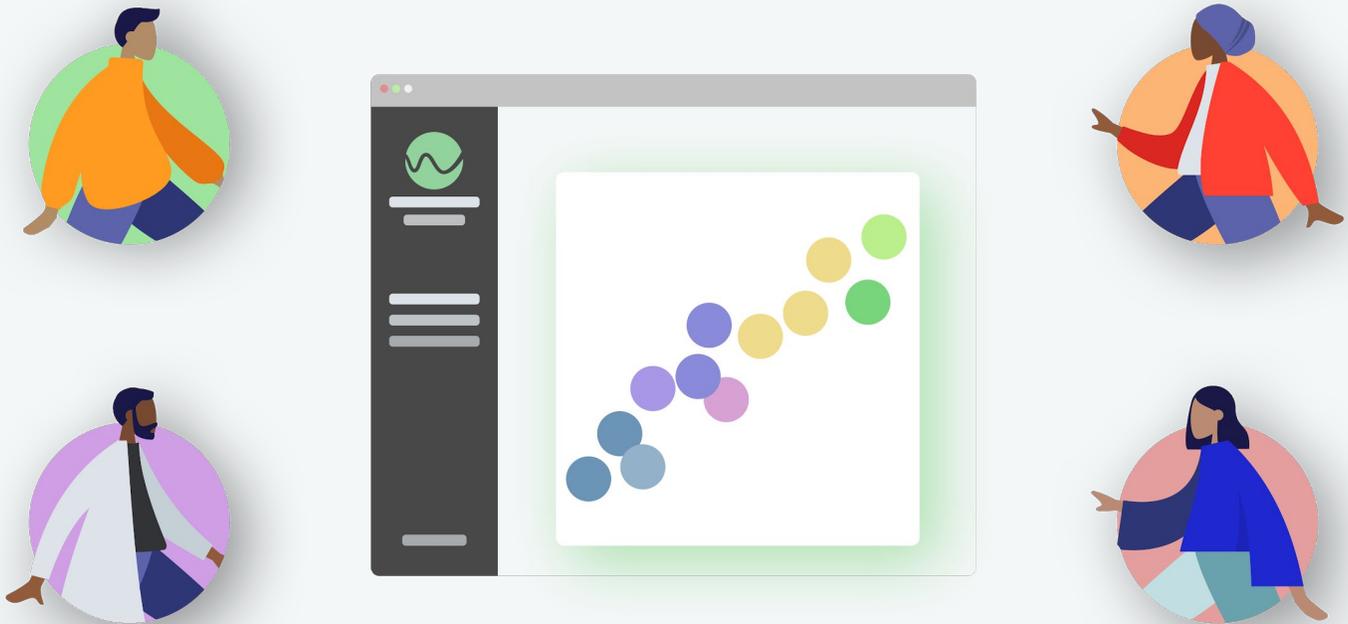
“I love the reporting! I know exactly which learner failed which question, how many times did they have to review that concept until they got it, how much time they spent doing it and that creates our daily and weekly opportunity for coaching.”

She adds: “It definitely changed the way we see learning moving forward. And this is just the beginning, we are just scratching the surface of it.”



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Cerego is how remote teams learn together



Learn more about Cerego

Cerego maximizes learning by automatically adapting to the needs of each individual

The Cerego platform gives instructors and team leaders powerful course creation tools, real-time dashboards, and reports to track individual and group progress – no matter where they are:

- Ensure everyone, everywhere has the same base of knowledge, so that group discussions are meaningful and impactful
- Identify and help those who are struggling early on, before they take a test or have to perform
- Increase the speed at which teams learn and retain information, saving both time and money

To see how Cerego can benefit your organization, or request a demo, please get in touch!

- Email: hello@cerego.com
- Try Cerego for free: cerego.com/free-trial