

Case

Saving Time and Money with Interactive Learning Games at 7-Eleven



Goodbye to full day courses

Good business practice means operating in a sensible, responsible, and profitable way - and consequently saving money.

And how do you get the 7-Eleven franchisees to send their employees on courses that cost both time and money?

This was one of the challenges facing Reitan Convenience, which handles the 7-Eleven brand in Denmark.

“The employee turnover is high, especially in the major cities, so we needed to find a solution that is available 24/7, while at the same time offer the employees interaction without full day courses,” Tina Kjelgaard says, HR Partner in Reitan Convenience Denmark.

When 7-Eleven employees learn more about hygiene and safety, it is very difficult to create training that is not based on digital learning. Generally, only one or two employees are on duty at a time, and it is therefore difficult to pull employees out of the work schedule for physical courses during working hours.



Tina Kjelgaard is HR Partner in Reitan Convenience Denmark A/S.

Her daily tasks consists of counseling management, onboarding, education, and development.

She has a degree in management and has worked in retail since she was a teenager. For example as Service Manager in BAUHAUS, where she also was sent to Iceland og Norway.

“The physical courses can do a lot, because there are both interaction in the room, while you get feedback, whether you are doing anything right or wrong. Furthermore, it is not easy to lose concentration, as you often do today, because we get so many impulses during our day,” Tina says.

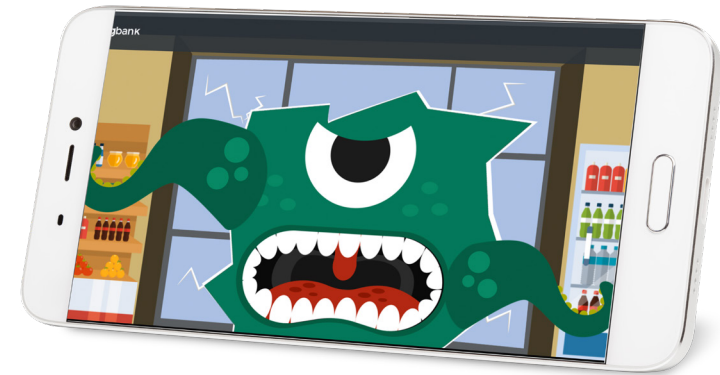
E-learning was the solution to the challenge. But what kind of e-learning? That was an entirely different question.

“My many years of working in the retail industry have taken me through very different types of e-learning, and as a manager, my role has required me to support e-learning systems that were tedious, uninspiring, and slow,” Tina says, and continues:

“So I promised myself that we would never offer that.”

At a networking event one of the other participants tells Tina about Learningbank. What Learningbank could offer with engaging learning experiences seemed to be the solution to the challenge. It was not long before Tina reached out to Stine Schulz (CEO and founder of Learningbank).

“Stine and I had a great dialogue. There was never really any doubt in my mind that we should go with Learningbank,” Tina explains, and elaborates:



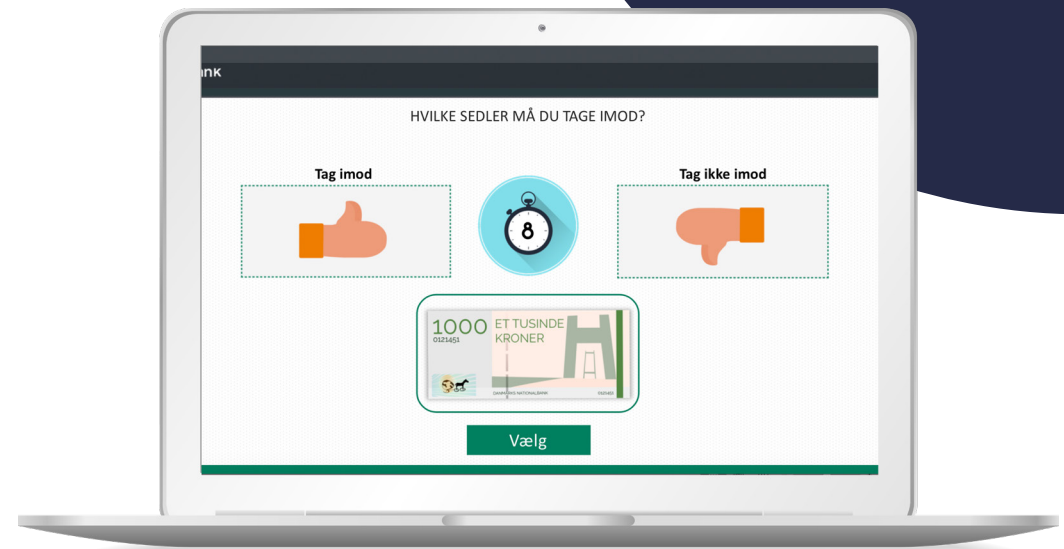
“There was never any doubt, because I could check my entire wishlist. There would be feedback, focus, interaction, and access.”

“There was never really any doubt, because I could check my entire wishlist. There would be feedback, focus, interaction, and access. The games would be accessible for everyone 24-7, and on the bus ride when the young employees are handling their smartphone.”

When they finally hit the “go”-button, the Learning Team in Learningbank continued doing the task.

“It was Anders Juul (VP of Learning in Learningbank), who managed the entire process, and it was very nice he did so. The collaboration was very good, and a lot of good ideas emerged, and they were handled. At the same time Learningbank listened to our needs and was flexible. You could feel that Learningbank, of course, was interested in making the best product for us,” Tina explains.

Reitan Convenience Denmark A/S is part of The Reitan Group, which is one of the largest companies in Norway. Besides handling 7-Eleven under Reitan Convenience, The Reitan Group consists of 4 other business areas: REMA 1000, Reitan Real Estate, Uno-X Energy, and Reitan Capital. In 2017 The Reitan Group had a turnover on 89 Billion NOK, and a workforce of 37.000 people across Scandinavia and The Baltics.



The Hygiene – and Security Game

In The Hygiene Game, breaking news discloses that a giant bacteria monster has taken over a 7-Eleven store. The player now has to fight the monster one arm at a time - using their knowledge on hygiene. The player is confronted with a lot of tasks along the way in a visual universe where you have to interact with the game, e.g. by finding errors in pest control, handling food-poisoned customers, and how to use the self-monitoring folder.

The Safety Game places you in a monitoring centre and lets you click into scenarios where rules and safety are potentially broken when a red light flashes. Along the way, you have to complete tasks such as recognizing counterfeit notes, knowing which people may enter the back room and what age limits should be observed for buying e.g. tobacco and over-the-counter drugs. Once you have solved a task, you get an accessory for your superhero uniform, and as a final twist, you lose the superhero uniform in the final task interacting with an ongoing robbery, because in this situation, you should absolutely not play a hero.

“We think these are two totally awesome games, so I would definitely recommend Learningbank to others in the future,” Tina says.



Create The Best Learning Experiences for Your Employees

learningbank 

Støberigade 14
2450 København SV

+ 45 71 999 123
info@learningbank.io
learningbank.io